



*Gold Seal*<sup>®</sup>

**FLOORS**

**AND WALLS**

1957

FOR THE LOOK THAT'S YEARS AHEAD



Gold Seal

Gold

Gold Seal®

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Seal

Gold Seal

LINOLEUM

Gold Seal®

PRESENTED TO:

WY-1-4700

linoleum 4.70  
Plastics 6.85

Seal®

Gold Seal®

PLASTICS

Gold Seal®

Gold Seal

TILES

Seal®

Gold Seal®

Gold Seal®

Gold Seal

WALLS

Seal®

Gold Seal®

CONGLOM

Gold Seal®

Gold Seal

EXCELLO

Seal®

Gold Seal®



# 1957



FOR THE LOOK THAT'S YEARS AHEAD

**Gold Seal<sup>®</sup>**  
FLOORS AND WALLS

**FOR HOME—BUSINESS—INSTITUTIONS:**

BY THE YARD AND TILES—INLAID LINOLEUM • NAIRON<sup>®</sup> PLASTICS • VINYLBEST\* TILE • CORK TILE • RUBBER TILE • ASPHALT TILE  
PRINTED FLOOR AND WALL COVERINGS—CONGOLEUM<sup>®</sup> AND CONGOWALL<sup>®</sup>  
RUGS AND BROADLOOM—LOOMWEVE<sup>®</sup>



# CONGOLEUM-NAIRN INC.

MAKERS OF *Gold Seal* FLOORS AND WALLS



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## TRADEMARKS

The terms "Gold Seal," "Congoleum," "Congowall," "Nairon," "Jackstraw," "Veltone," "Sequin," "Nairn," "NaironTop," "SuperFlex," "Excello," "Three-Twenty" and "Duplex" are all registered trade-marks of Congoleum-Nairn Inc. Among the other famous Congoleum-Nairn trade-marks used in this book are "Starway," "Fashion Floor," "Plaza," "Design-X," "Vinylbest," "Brushwood," and "Clearfelt."

Look for these trade-marks when you buy. They are your positive assurance that the products they identify are manufactured to the highest possible standards of quality.







# Open your door on a Gold Seal floor...

Open your door on a new standard of beauty in floors, created by Gold Seal to enhance modern living.

Now, through constant research and new production methods, Gold Seal lays at your feet a totally new concept in flooring. Floors with new glowing beauty and indestructibility, in countless live-forever designs and new decorator-colors... floors so magnificent, yet so comfortable, they're worthy of your proudest rooms.

Each Gold Seal design is planned to live with you through a dozen decor changes—will never be out of date.

Between the covers of this book you will find a Gold Seal floor and wall for every room in the house... every business. Here is product and design variety to suit all budgets... all tastes.

You can have the sweeping, virtually seamless, wall-to-wall expanse of a floor provided by sheet goods... or you may prefer the special design and do-it-yourself advantages of tile. Perhaps a low-cost floor covering meets your particular need. However you choose, you can be sure of the very latest in floors and walls with "the Gold Seal look"—*the look that's years ahead!*

Remember—no matter which Gold Seal product you select—*all* are carefully controlled and manufactured to the highest standards of quality. That's why only Congoleum-Nairn can offer you the nationally famous Gold Seal warranty—"SATISFACTION GUARANTEED OR YOUR MONEY BACK."

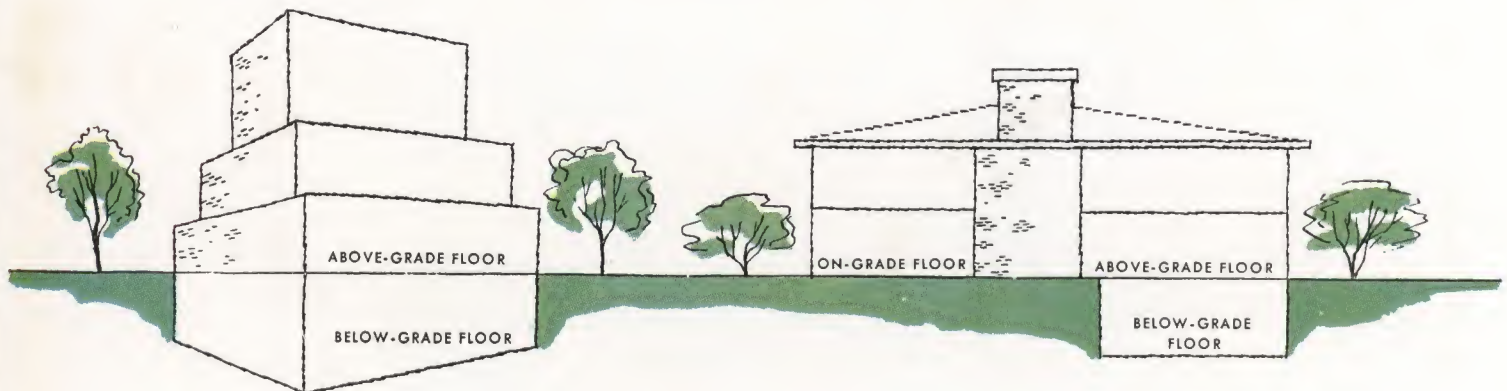


# CHOOSING THE RIGHT Gold Seal PRODUCT FOR YOUR FLOORS

## IT'S A QUESTION OF "GRADE"

When selecting your Gold Seal floor covering you should consider the height of the floor in relation

to the ground level. Moisture content differs at various levels—and *this is the important factor.*



**BELOW-GRADE FLOOR**—Basements are considered below-grade. The floor is usually concrete, and in contact with the ground. *Choose:* Gold Seal Asphalt Tile, or Gold Seal "Vinylbest" Tile.

**ON-GRADE FLOOR**—This is a concrete slab at ground level over a drainage pad of cinders, gravel or crushed stone. *Choose among these Gold Seal products:* Rubber Tile, Nairon® Tile products, "Vinylbest" Tile, Cork Tile, and Asphalt Tile.

**ABOVE-GRADE FLOOR**—Typically a wood or concrete floor suspended above a full or partial basement. Here there should be no moisture problem. *Choose from the full line of Gold Seal floors:* This includes all the products mentioned, and in addition, Gold Seal "Congoleum" and Gold Seal Linoleum yard goods and tile.

**NOW PICK YOUR GOLD SEAL FLOOR**—After considering your floor in terms of grade, let the type of room and decor guide you in your final selection among Gold Seal products.

You will find the specific advantages of each floor and wall covering in the individual product sections of this catalog. All patterns in each product category are reproduced as faithfully as fine color engraving and printing will permit. Look through this book—you'll find a Gold Seal product that's right for any purse, purpose or taste!

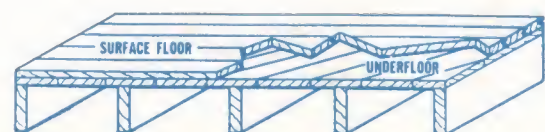
**MAKING THE INSTALLATION**—The best installations are made by professionals—so if you want the assurance that comes with a job expertly done, let your dealer's factory-trained mechanic do the work. *If you prefer to do it, then choose from the many Gold Seal products recommended for simple, do-it-yourself installation.*

## WOOD FLOORS

**SINGLE WOOD FLOORS**, found in attics or old houses, have only one thickness of boards. Such floors require a top layer of plywood before installing resilient floor coverings. However, if the floor is  $\frac{3}{4}$ " plywood, no top layer is needed.



**DOUBLE WOOD FLOORS** are most commonly found in the form of a surface floor of narrow tongue-and-groove boards set over the under-floor. If the surface floor is flat and in good condition, and board joints are tight, resilient floor coverings may be installed directly over it.







This side of the room is floored with Gold Seal Fashion Floor Linoleum Tile in *Shell Beige* accented with *Harvest Beige*.

Over here the same room has Gold Seal "Starway" Inlaid Linoleum in *Tan* on the floor.

*what to choose for floors...*

## TILES OR BY-THE-YARD?

It's a matter of taste! Both meet the basic requirements of fine quality floor covering—yet each has special features to recommend it.

**TILES**—In Gold Seal Tile you have a wide, wide range of color and design. A custom floor design can be achieved by simply combining two or more colors in various ways! And you can install tile yourself—saving up to  $\frac{1}{3}$  the cost!

**BY-THE-YARD**—With virtually no seams to collect dust and dirt, Gold Seal floors by-the-yard are highly sanitary and easy to care for. Selection in colors and designs is wide enough for every taste... every decorative plan. Borders, feature strips and insets give added scope for personalized design.

And—as this flooring is professionally installed—you have extra assurance of an expert job.

## ... and how about WALLS?

You can choose among these three fine quality Gold Seal wall coverings for home and business:

**GOLD SEAL CONGOWALL**—Contains exclusive G-10 Plastic—for a brighter, smoother finish. A damp cloth cleans it! Patented felt backing assures trouble-free installation. Goes up a wall at a time! Fade-resistant colors... authentic looking "tile" and "brick" effects.

**GOLD SEAL NAIRON STANDARD TILE**—For walls as well as floors! Satin-smooth, long wearing. Wipes clean in a jiffy! Bright, clear colors... "Marbleized" and "Bermuda Hues" designs. See Tile Section for complete selection.

**GOLD SEAL CORK TILE**—Sound absorbent! A natural insulator—warm in winter, cool in summer. Soil resistant. Made in a wide variety of sizes... in three natural woodtone shades. See Tile Section.







# Gold Seal

## INLAID LINOLEUM

*... universal favorite for beauty, wear, easy-care*

Gold Seal Inlaid Linoleum is your greatest value in fine quality floor coverings. Here is striking beauty of patterns and color, wall-to-wall fit, long years of wear...and all at remarkably low cost!

**BIG BEAUTIFUL SELECTION**—Colors are true and clear—decorator styled for modern living. There are patterns for every taste...every interior—both residential and commercial.

**EASY TO CARE FOR**—The tough, satin-smooth surface seals out dirt and stains...makes cleaning easy. Grime, grease and spills wipe off in a jiffy. Highly resilient, Gold Seal Inlaid Linoleum is quiet and comfortable underfoot!

**HIGHLY ECONOMICAL**—Gold Seal Inlaid Linoleum has

lasting beauty—for colors go clear through to the backing. Practical 6-ft. widths cut installation time and cost. Also available in tile—see “Tile Section.”

**STURDY, FLEXIBLE BACKINGS**—Residential-grade Gold Seal Inlaid Linoleum is made in standard gauge with the exclusive “SuperFlex” backing that gives greater flexibility and strength...eliminates extra lining felt. The commercial grade— $\frac{1}{8}$ " thick and burlap-backed—has an outstanding record of long wear under the most adverse conditions. Many commercial installations are still in service after 30 years of service!

**RECOMMENDED USES:** *Gold Seal Inlaid Linoleum may be installed over any above-grade floor of wood, concrete or ceramic tile—including those with radiant heating.*

**FULLY GUARANTEED**—Only Gold Seal Inlaid Linoleum carries the famous warranty: “Satisfaction Guaranteed or Your Money Back.”





Gold Seal

**SEQUIN®**

**1/8" INLAID  
LINOLEUM**

*...new, modern  
exclusive flooring*



With sparkling new "Sequin," Gold Seal brings decorator styling to heavy-duty flooring. The pattern has the authentic "terrazzo look"—rich, vibrant, colorful. But Gold Seal "Sequin" inlaid linoleum costs far less to install than terrazzo . . . offers more depth and variety of coloring . . . provides far greater comfort and quiet underfoot!

The all-over design hides scuffs—requires less buffing. Cleaning is easy, for the surface is dense, smooth and glossy . . . offers excellent resistance to dirt,

grease and common spills. Practical 6-ft. widths provide a virtually seamless wall-to-wall expanse of floor that is highly sanitary.

Gold Seal "Sequin" inlaid linoleum provides truly outstanding wear. The conclusive wear layer abrasion test described below shows why!

**RECOMMENDED USES:**

*Gold Seal "Sequin" inlaid linoleum may be installed over any above-grade floor of wood, concrete or ceramic tile—including those with radiant heating.*



**"Abrasive Wheel" Test proves  
"Sequin" keeps its pattern  
as no other 1/8" linoleum can!**

The circular "After Test" area is the result of applying the abrasive wheel to the "Sequin" sample. See how it has worn well through the linoleum—and yet the pattern is still there, as clear and sharp as ever! Compare it with the "Before Test" area. *You can't tell the difference!*





## INLAID LINOLEUM



**SEQUIN • grey**

$\frac{1}{8}$ " gauge **300**



**SEQUIN • green**

$\frac{1}{8}$ " gauge **301**



**SEQUIN • white**

$\frac{1}{8}$ " gauge **302**  
std. gauge **727**





## INLAID LINOLEUM



**SEQUIN • grey**

$\frac{1}{8}$ " gauge **303**  
std. gauge **726**



**SEQUIN • mocha**

$\frac{1}{8}$ " gauge **304**  
std. gauge **723**



**SEQUIN • brown**

$\frac{1}{8}$ " gauge **305**



**SEQUIN • beige multi**

$\frac{1}{8}$ " gauge **306**  
std. gauge **730**





## INLAID LINOLEUM



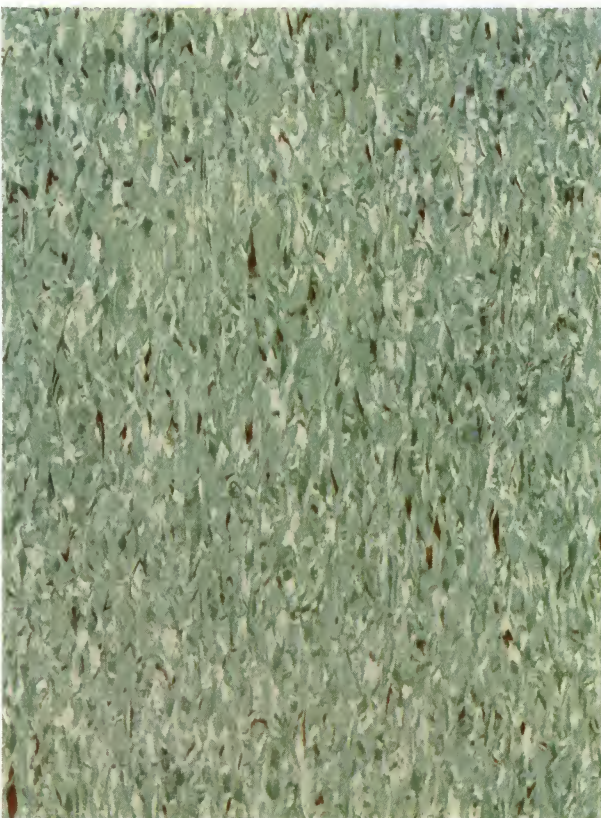
**SEQUIN • white with black**

$\frac{1}{8}$ " gauge **307**  
std. gauge **739**



**SEQUIN • yellow**

std. gauge **718**



**SEQUIN • mist green**

std. gauge **722**



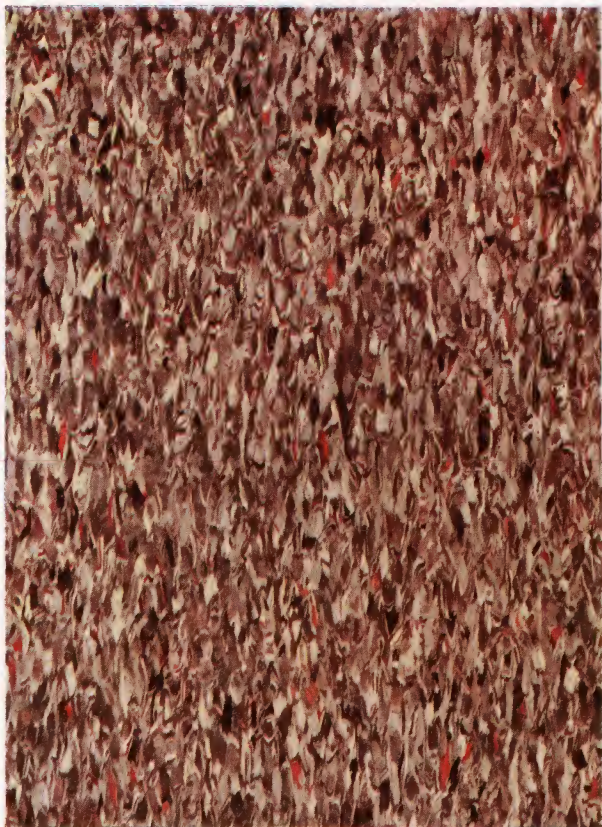
**SEQUIN • pearl grey**

std. gauge **725**



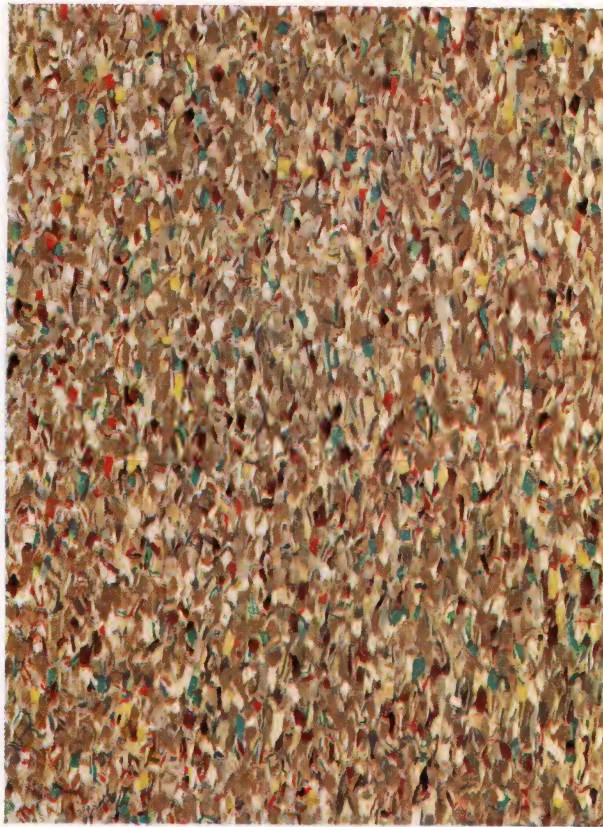


## INLAID LINOLEUM



**SEQUIN • copper**

std. gauge **731**



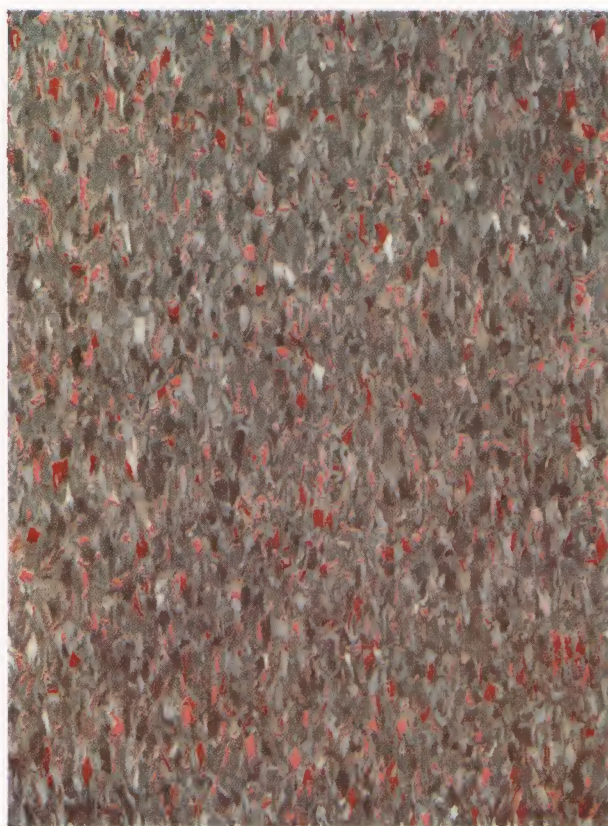
**SEQUIN • beige**

std. gauge **733**



**SEQUIN • sand**

std. gauge **734**



**SEQUIN • rose grey**

std. gauge **736**





## INLAID LINOLEUM



**SEQUIN** • grey multi

std. gauge **737**



**SEQUIN** • sandalwood

std. gauge **738**



**SEQUIN** • white pastel

std. gauge **740**





*Gold Seal*

## **VELTONE® INLAID LINOLEUM**

*... the quiet elegance of lovely marble*

Here is a truly distinguished floor—a floor to grace the finest residential or commercial interior. Richly figured design and subtle color shadings combine to produce a mildly luxurious effect.

This fine quality floor is easy to clean and keep clean. Its satin-smooth surface seals out dirt, and resists stains. Grease, grime and spills just wipe off with a damp mop! Highly resilient, Gold Seal "Velton" is quiet and comfortable underfoot. And it affords long years of fresh, glowing beauty—for colors go clear through to the backing.

Made in Standard and  $\frac{1}{8}$ " gauge. Standard gauge—for residential use—has the exclusive "SuperFlex" backing that gives great flexibility and strength... eliminates extra lining felt. In  $\frac{1}{8}$ " gauge, "Velton" is burlap-backed to provide exceptional ruggedness and long wear. Many commercial installations are still in service after 30 years!

### **RECOMMENDED USES:**

*Gold Seal "Velton" Inlaid Linoleum may be installed over any above-grade floor of wood, concrete or ceramic tile—including those with radiant heating.*



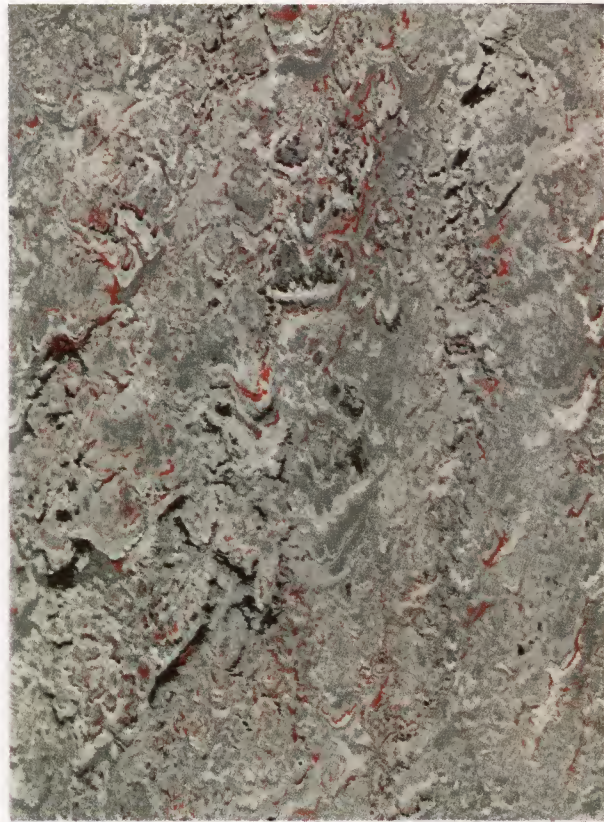


## INLAID LINOLEUM



**VELTONE • moderna**

std. gauge **V602**  
lt. gauge **V402**



**VELTONE • pompeian grey**

$\frac{1}{8}$ " gauge **V903**  
std. gauge **V603**, lt. gauge **V403**



**VELTONE • palm green**

std. gauge **V606**  
lt. gauge **V406**





## INLAID LINOLEUM



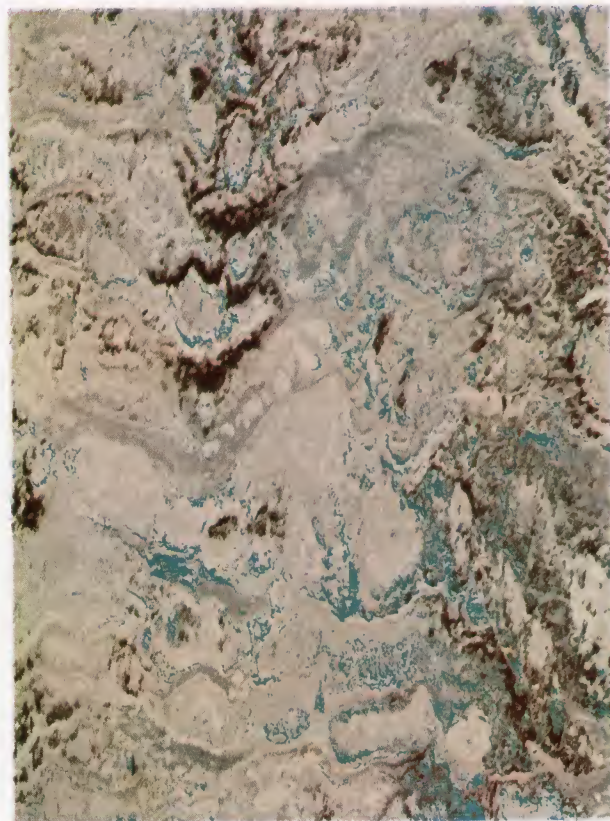
**VELTONE • heather tan**  
1/8" gauge **V910**  
std. gauge **V610**, lt. gauge **V410**



**VELTONE • dawn grey**  
1/8" gauge **V914**  
std. gauge **V614**, lt. gauge **V414**



**VELTONE • napoli**  
std. gauge **V619**  
lt. gauge **V419**



**VELTONE • spicewood**  
1/8" gauge **V927**  
std. gauge **V627**, lt. gauge **V427**





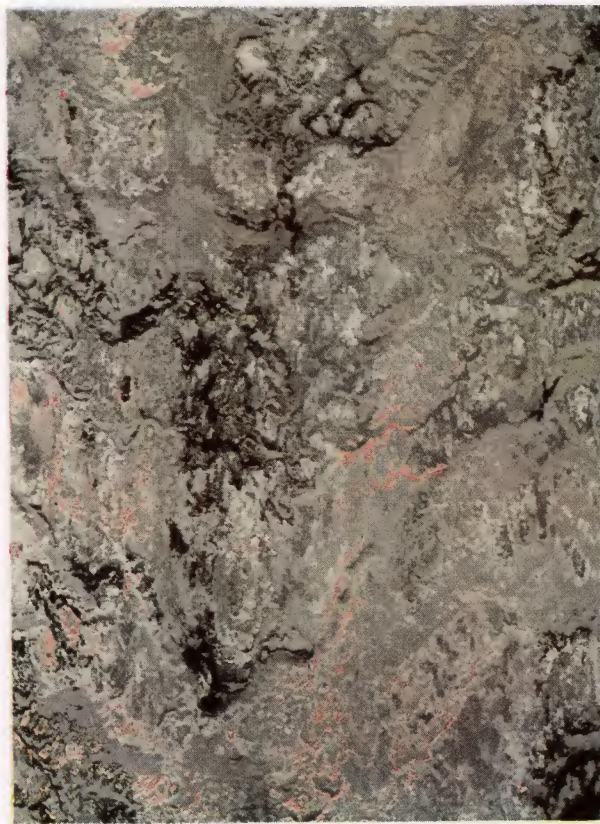
## INLAID LINOLEUM

LINOLEUM



**VELTONE** • clover pink

std. gauge **V628**  
lt. gauge **V428**



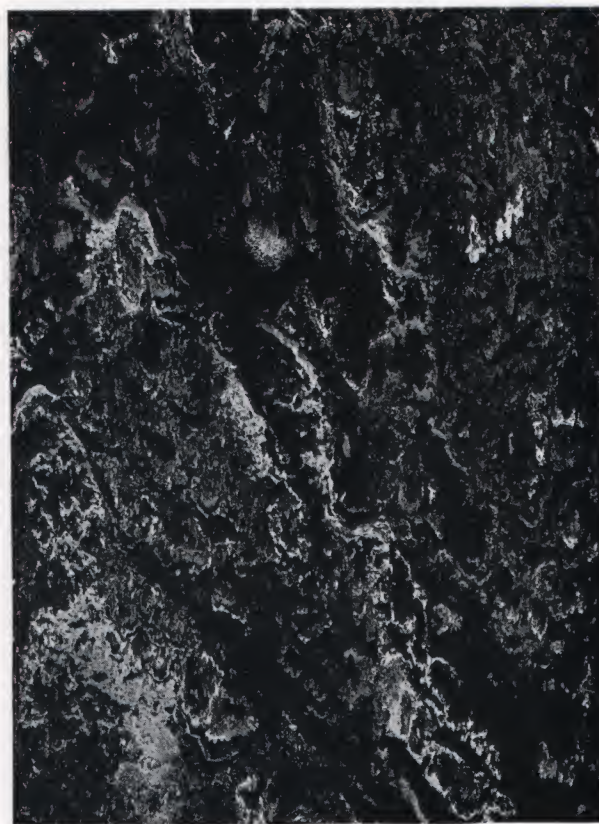
**VELTONE** • bermuda grey

$\frac{1}{8}$ " gauge **V943**



**VELTONE** • light tan

std. gauge **V956**



**VELTONE** • vulcan black

$\frac{1}{8}$ " gauge **V959**  
std. gauge **V659**, lt. gauge **V459**



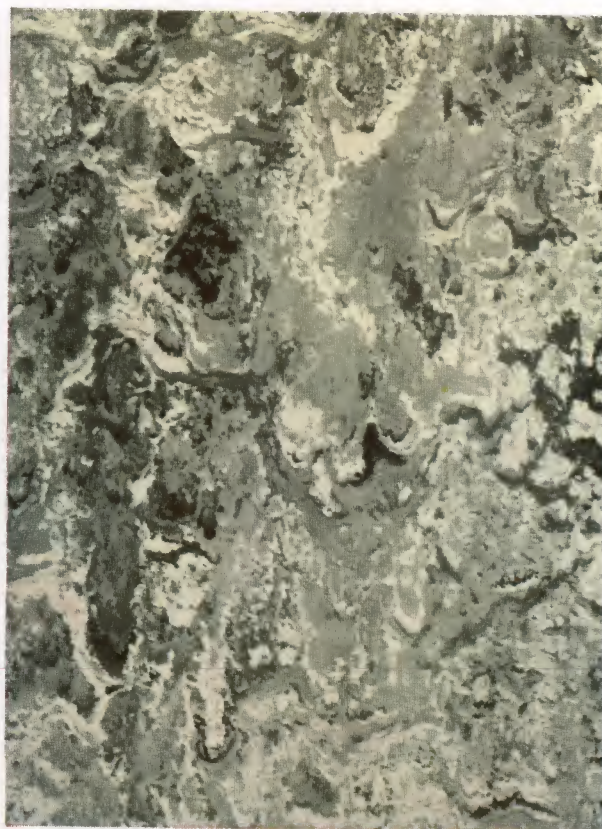


## INLAID LINOLEUM



**VELTONE • dark brown**

$\frac{1}{8}$ " gauge **V968**



**VELTONE • grey**

$\frac{1}{8}$ " gauge **V974**



**VELTONE • brown**

$\frac{1}{8}$ " gauge **V983**



**VELTONE • serf green**

$\frac{1}{8}$ " gauge **V999**



# Gold Seal

## STATIC CONDUCTIVE

### LINOLEUM

This is a special type of linoleum that contains electrically conductive ingredients. It is designed to dissipate static electricity—a dangerous explosive hazard in surgical wards, arsenals, powder plants and other commercial areas.

**AN EXCLUSIVE PRODUCT**—This special flooring is the only linoleum material of its type sold. It has been installed in such nationally famous hospitals as the Manhattan Eye, Ear and Throat Hospital and Columbia Presbyterian Medical Center in New York; Passavant General Hospital, Cleveland; and the Oak Ridge Hospital in Oak Ridge, Tennessee.

**LONG WEAR, EASY CARE**—This floor is tough and flexible. The surface is highly sanitary...resists dirt and stains...cleans quickly.

**MADE TO RIGID STANDARDS**—Every step of manufacture is under strict laboratory control. The finished product is carefully tested before shipment. Because this conductive floor is factory-manufactured, there is no guess work of "on the job mixing" to get proper electrical resistance.



**FULLY APPROVED**—Gold Seal Static-Conductive Linoleum is made in two types:

**CL5U**—For hospital use. Approved by the Underwriter's Laboratories, Inc. It meets all the requirements of the National Fire Protection Association which establishes recommended practices for operating rooms. It is important to note that Type CL5U, in addition to meeting the requirement for maximum resistance, also has a specified minimum resistance. This latter requirement is essential to protect personnel against possible shock from accidental grounding.

**CL5G**—For arsenals, powder plants and other commercial areas. Fills the specifications of the U. S. Ordnance Department Safety Bulletin for electrical conductivity.

## JASPE INLAID LINOLEUM



JASPE • tan

1/8" gauge 1253



JASPE • grey

1/8" gauge 1255





## INLAID LINOLEUM



**BATTLESHIP • brown**

$\frac{1}{8}$ " gauge **1000**



**BATTLESHIP • green**

$\frac{1}{8}$ " gauge **1001**



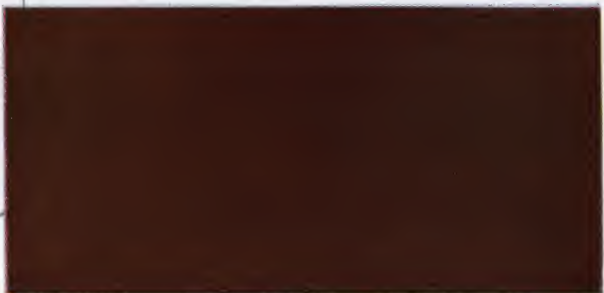
**BATTLESHIP • terra cotta**

$\frac{1}{8}$ " gauge **1002**



**BATTLESHIP • grey**

$\frac{1}{8}$ " gauge **1003**



**BATTLESHIP • chocolate brown**

$\frac{1}{8}$ " gauge **1004**



**BATTLESHIP • black**  $\frac{1}{8}$ " gauge **1005**, std. gauge **1605**



**PLAIN • yellow**

$\frac{1}{8}$ " gauge **1010**, std. gauge **1610**



**PLAIN • white**

$\frac{1}{8}$ " gauge **1013**, std. gauge **1613**

**BORDERS •** 1004, 1005 and V959 made in 9" and 12" wide borders,  $\frac{1}{8}$ " gauge.  
1605, 1627 and V659 made in 9" and 12" wide borders, std. gauge.

**FEATURE STRIPS •** 1005, 1010, 1013, 1025 and 1027 made in 1" and  $1\frac{1}{2}$ " feature strips.  
All std. gauge colors on pages 20-21 made in  $\frac{3}{8}$ " and 1" feature strip.





## INLAID LINOLEUM



**PLAIN • coffee brown** std. gauge **1618**



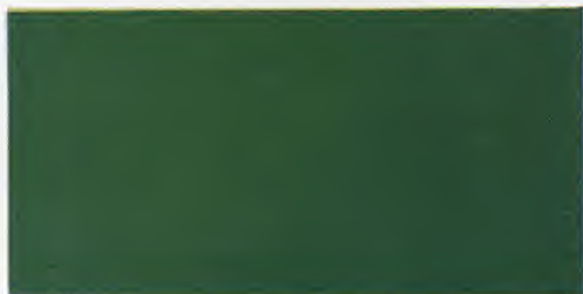
**PLAIN • citron** std. gauge **1624**



**PLAIN • light blue**  $\frac{1}{8}$ " gauge **1025**



**PLAIN • crimson**  $\frac{1}{8}$ " gauge **1027**, std. gauge **1627**



**PLAIN • emerald green** std. gauge **1628**



**PLAIN • burnt orange** std. gauge **1638**



**PLAIN • dove grey** std. gauge **1643**



**PLAIN • olympic blue** std. gauge **1647**



**PLAIN • aqua** std. gauge **1649**



**PLAIN • peach** std. gauge **1650**





## Gold Seal

### DESIGN X\* INLAID LINOLEUM

*...rich coloring with the casual touch*

Gold Seal "Design X" is a triumph in all-over design! Colors are true and clear—without the cloudiness generally found in this type of decoration. The pattern, though non-directional, is sharp and definite . . . with life and snap!

**FOR ANY DECOR**—The quiet beauty of this flooring goes well with all interiors—of whatever style or period. Random blending of basic colors, and appropriate multi-color accents provide the homemaker with virtually unlimited color themes for room decorating.

**EASY TO CARE FOR**—The dense, satin-smooth surface of "Design X" resists dirt, grease and common spills . . . makes cleaning faster, easier. The over-

all design hides scuff marks remarkably well.

**OUTSTANDING VALUE**—"Design X" will last and last! Colors are "locked in"—will not fade. Practical 6-ft. widths, sold by the yard, save on installation time and cost. "Design X" is also available in tile—see Tile Section.

**EXCLUSIVE "SUPERFLEX" BACKING**—Only Gold Seal Inlaid Linoleum has this patented felt backing that gives extra flexibility and strength. No other lining felt is needed—cutting installation time and cost.

**RECOMMENDED USES:** Gold Seal "Design X" Inlaid Linoleum may be installed over any above-grade floor of wood, concrete or ceramic tile—including those with radiant heating.





## INLAID LINOLEUM



**DESIGN X • tan**

std. gauge **T101**



**DESIGN X • beige**

std. gauge **T102**



**DESIGN X • white**

std. gauge **T103**



**DESIGN X • grey**

std. gauge **T104**



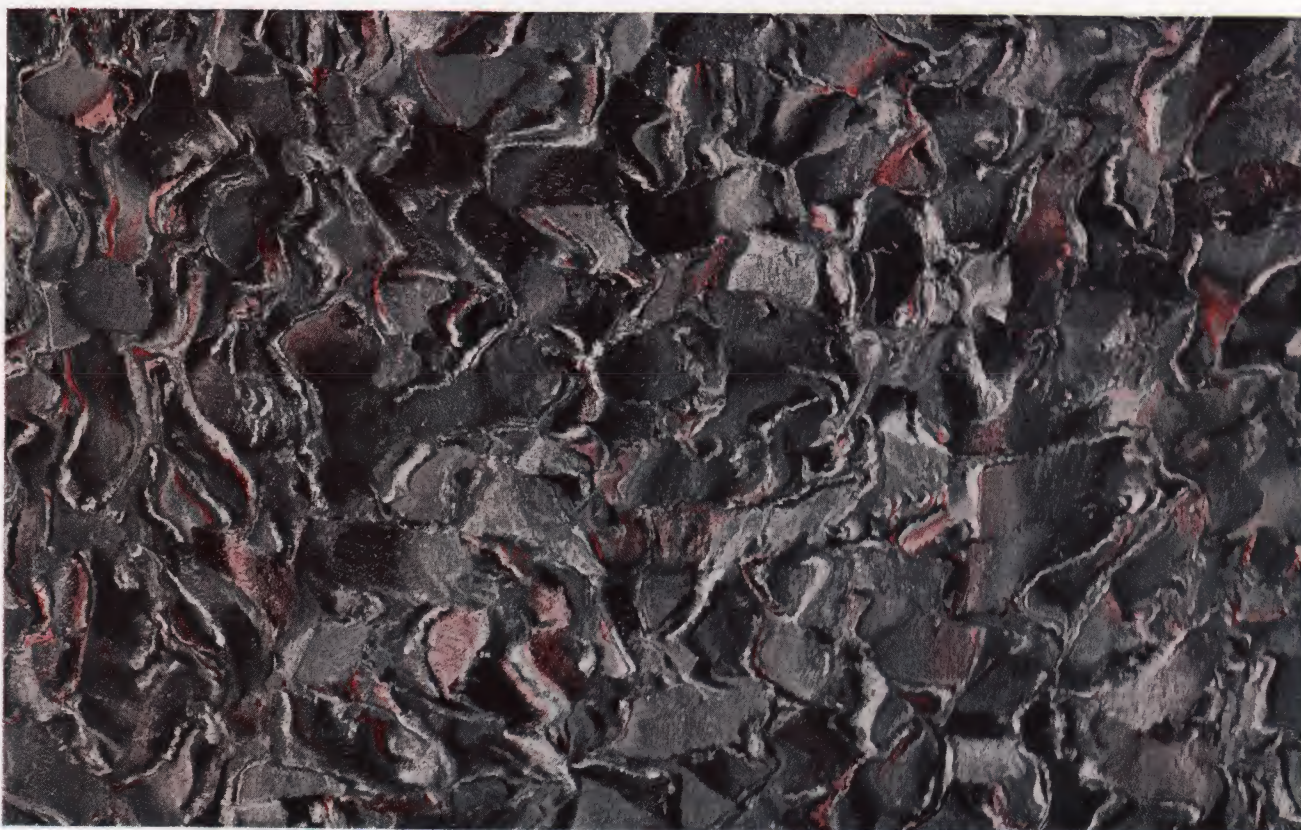


## INLAID LINOLEUM



**DESIGN X •** turquoise

std. gauge **T105**



**DESIGN X •** charcoal

std. gauge **T106**





## INLAID LINOLEUM

LINOLEUM



**DESIGN X • green**

std. gauge **T107**



**DESIGN X • mocha**

std. gauge **T108**





*Gold Seal*

## **FASHION PLANK INLAID LINOLEUM**

*... all the charm of Colonial pegged planking*

The perfect floor for Early American interiors, wood panelled recreation rooms, and dens. "Fashion Plank" looks every bit like the rugged planking that it's patterned after—but oh, how wonderfully different!

It's so easy to care for . . . so quiet and comfortable underfoot. The satin-smooth surface seals out dirt,

resists stains . . . wipes clean in a jiffy. And "Fashion Plank" gives outstanding wear—for colors are inlaid *clear through* to the exclusive SuperFlex backing.

### **RECOMMENDED USES:**

Gold Seal "Fashion Plank" Inlaid Linoleum may be installed over any above-grade floor of wood, concrete or ceramic tile—including those with radiant heating.





## INLAID LINOLEUM

LINOLEUM



**FASHION PLANK • woodtone**

std. gauge **K623**



**FASHION PLANK • williamsburg brown**

std. gauge **K624**





## Gold Seal **STARWAY\*** INLAID LINOLEUM

*... a new gay and airy look*

Here is a new experience in modern, carefree living! Brightly colored stars scattered casually over a soft-toned pastel background make "Starway" so easy to decorate around!

This new floor is a joy to care for! Its satin-smooth

surface seals out dirt, resists stains... makes cleaning easy. Grime, grease and household spills wipe off in a jiffy! And Gold Seal "Starway" lasts and lasts—for colors are inlaid *clear through* to the exclusive SuperFlex backing.

\*Trademark

**RECOMMENDED USES:** Gold Seal "Starway" Inlaid Linoleum may be installed over any above-grade floor of wood, concrete or ceramic tile including those with radiant heating.





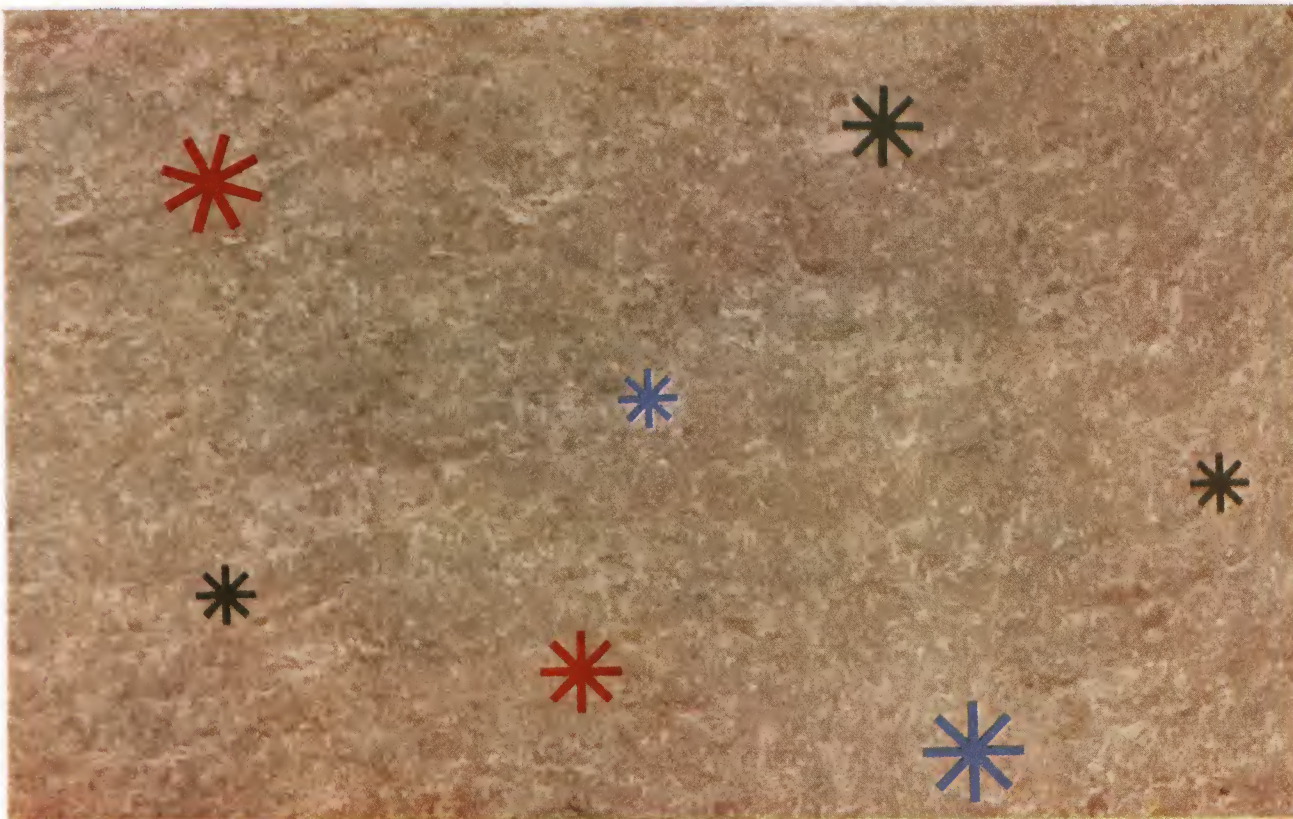
## INLAID LINOLEUM

LINOLEUM



**STARWAY • grey**

standard gauge **K625**



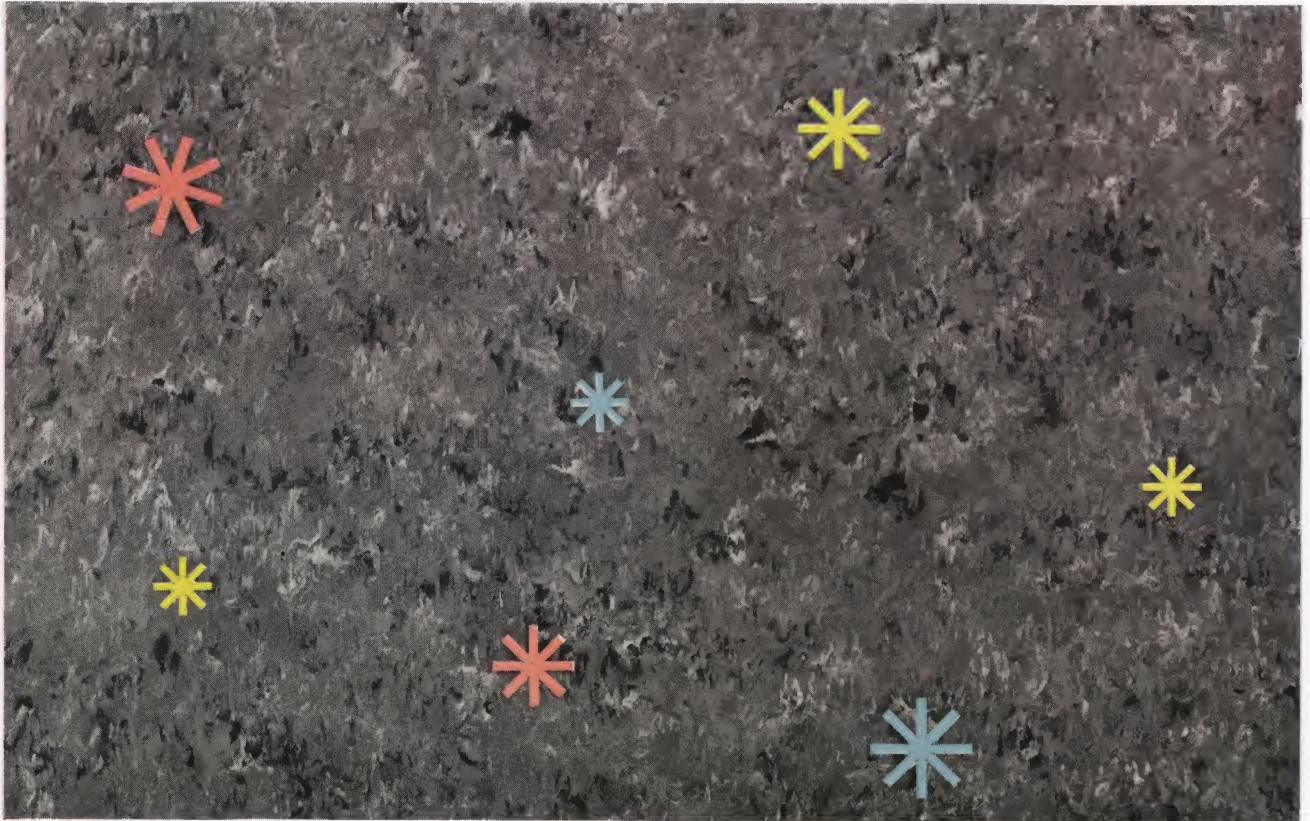
**STARWAY • tan**

standard gauge **K626**





## INLAID LINOLEUM



**STARWAY** • charcoal

std. gauge **K627**



**STARWAY** • white

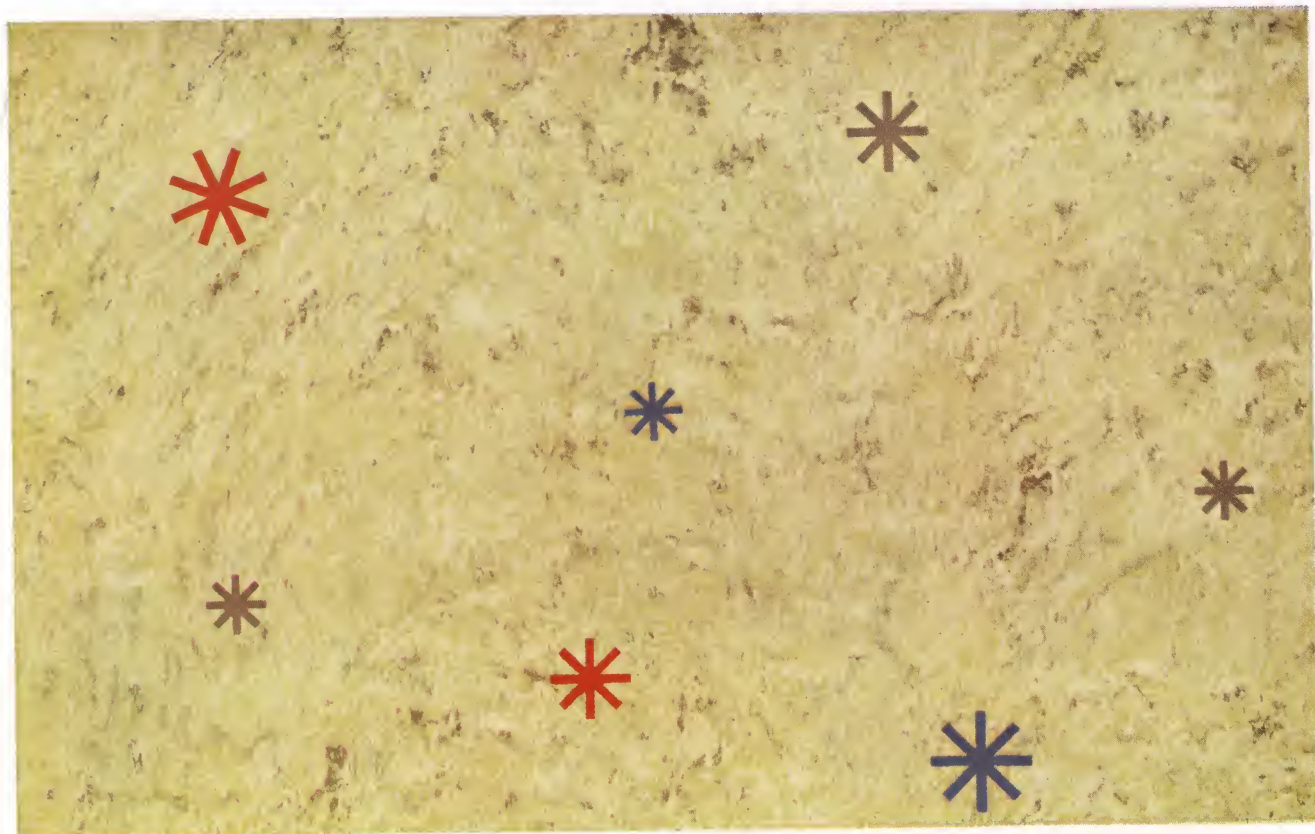
std. gauge **K628**





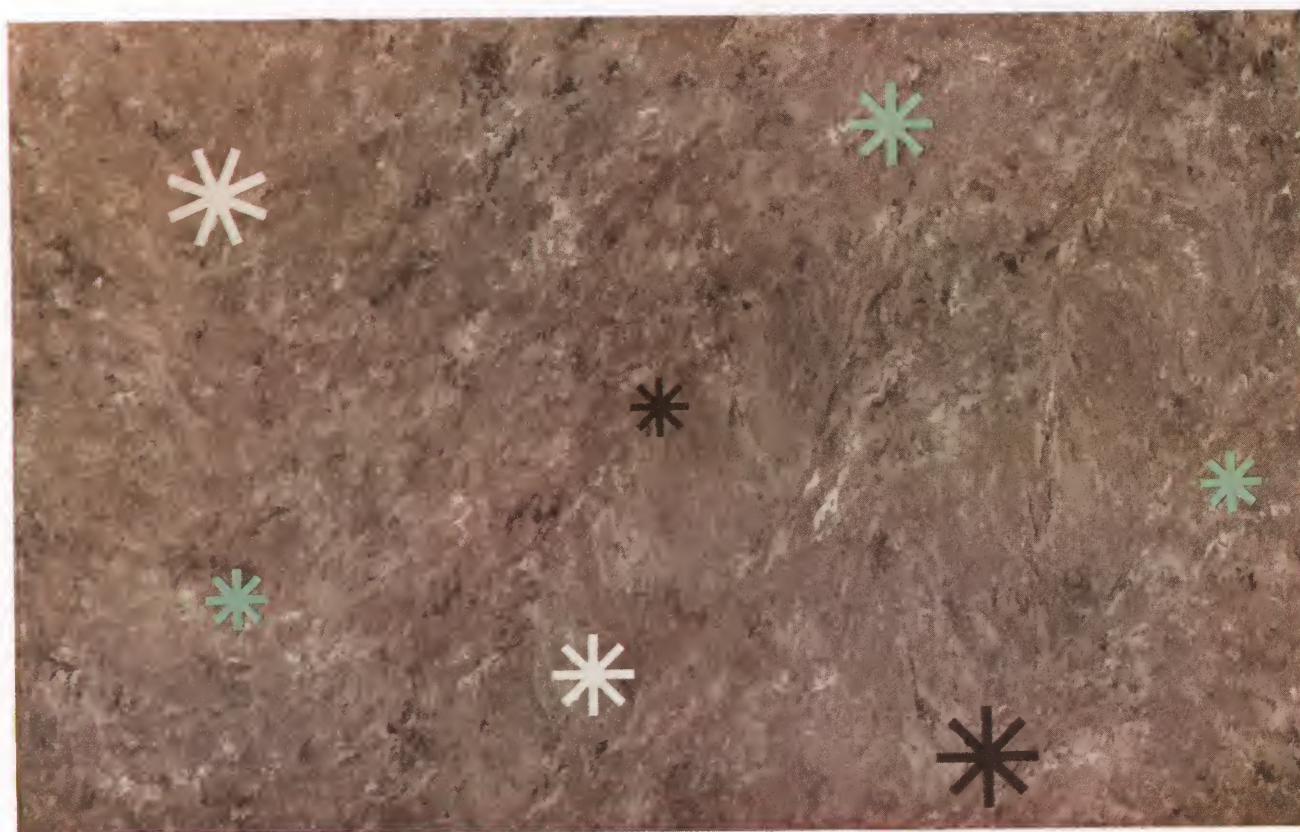
## INLAID LINOLEUM

LINOLEUM



**STARWAY • gold**

std. gauge **K629**



**STARWAY • rosewood**

std. gauge **K630**







## INLAID LINOLEUM



**STARWAY • mocha**

std. gauge **K631**



**STARWAY • green**

std. gauge **K632**





**STARWAY • sand**

standard gauge **K633**



**STARWAY • slate grey**

standard gauge **K634**



Gold Seal

**JACKSTRAW**

**INLAID LINOLEUM**

*... design magic for floors*

Crisp, colorful "Jackstraw" adds life and sparkle to a room. Pert, bright straws of color widen out narrow areas... give an airy, spacious look. Handsome background shades and bright color accents blend with any decor.

Gold Seal "Jackstraw" has many outstanding features. Its satin-smooth surface resists dirt, grime, household spills... cuts cleaning time. Highly resilient, it is quiet and comfortable underfoot. Installation is faster and costs less because the exclusive "Super-Flex" backing adds flexibility and strength... eliminates need for an extra lining felt.

And "Jackstraw" wears and wears—for colors and design are inlaid clear through to the exclusive Gold Seal SuperFlex backing.

**RECOMMENDED USES:** *Gold Seal "Jackstraw" Inlaid Linoleum may be installed over any above-grade floor of wood, concrete or ceramic tile—including those with radiant heating.*



**JACKSTRAW** • flair grey

standard gauge **K655**





**JACKSTRAW** • charcoal grey

standard gauge **K662**



**JACKSTRAW** • calcutta grey

standard gauge **K667**





## INLAID LINOLEUM



**JACKSTRAW** • mint green

standard gauge **K681**



**JACKSTRAW** • rosewood

standard gauge **K682**



Gold Seal

**LIGHTWEIGHT, GEOMETRIC**

**INLAID LINOLEUM**

*...for handsome floors on a low budget*

Gold Seal "Plaza" is an inlaid linoleum product designed to provide the budget-minded with an attractive, practical floor covering at the lowest possible cost.

**MODERN DESIGN**—"Plaza" gives a spacious, wall-to-wall sweep of gleaming floor in an interesting, new geometric design. It is made in three bright, clear colors—providing a selection wide enough to blend with any decorative theme.

**EASY CLEANING**—The smooth surface is easy to care for. Dirt, grease, dulling film, and household spills wipe off easily with a damp mop or cloth. "Plaza" wears well, and is quiet and comfortable underfoot.

**RECOMMENDED USES**—Gold Seal "Plaza" is the ideal choice wherever first cost is the major consideration—such as in summer homes, extra rooms, apartments. It can be installed on any above-grade floor of wood, concrete or ceramic tile. Practical 6-ft. widths, sold by the yard, give a virtually seamless wall-to-wall floor.



**PLAZA** • taupe

light gauge **K401**



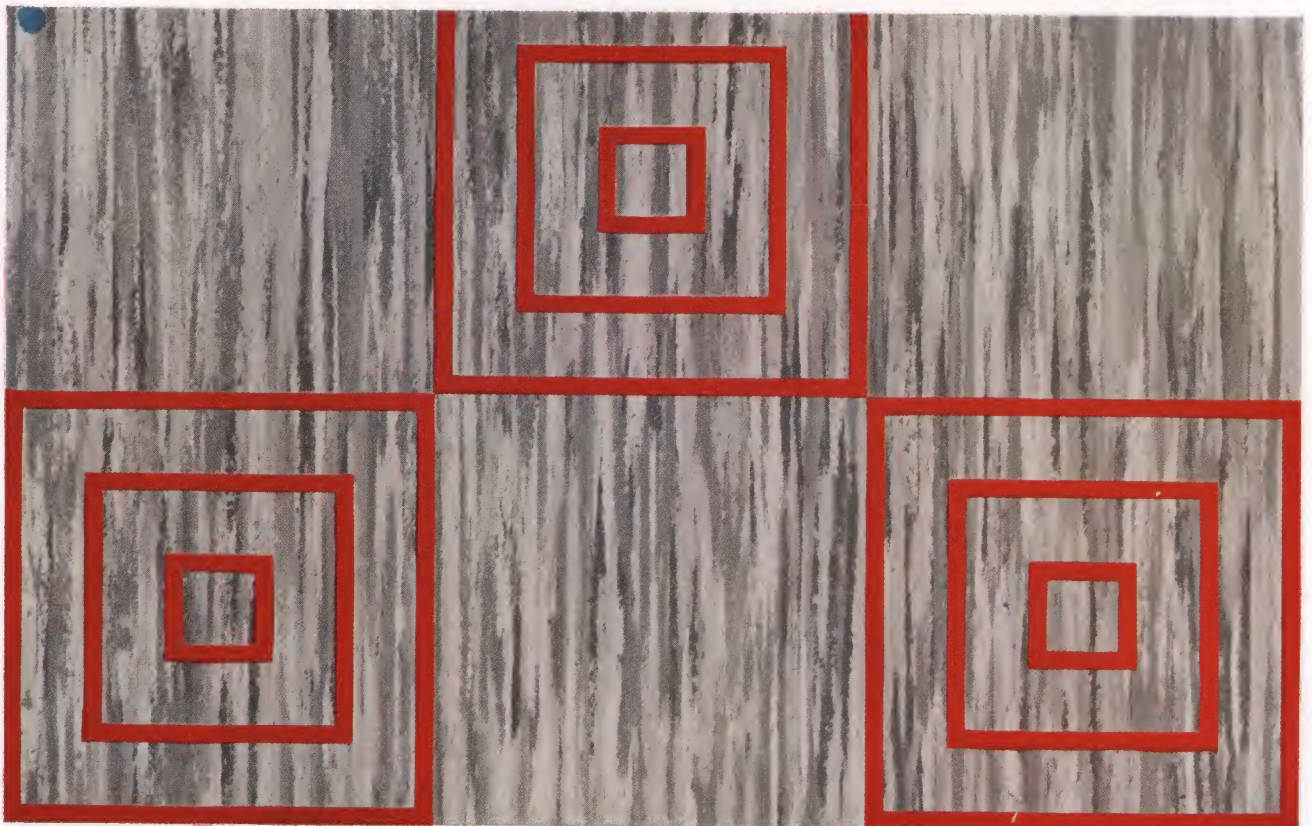


## INLAID LINOLEUM



**PLAZA • green**

light gauge **K402**



**PLAZA • grey**

light gauge **K403**





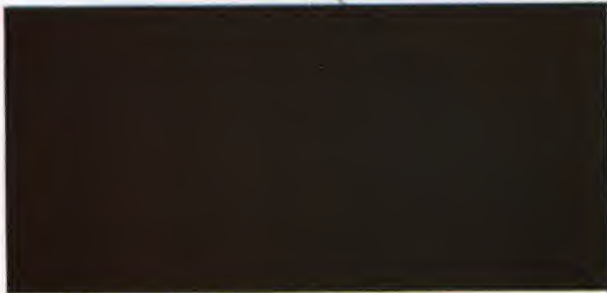
## DESK TOP LINOLEUM



brown • asphalted fibre back 3mm gauge **1701F**



olive green • asphalted fibre back 3mm gauge **1702F**



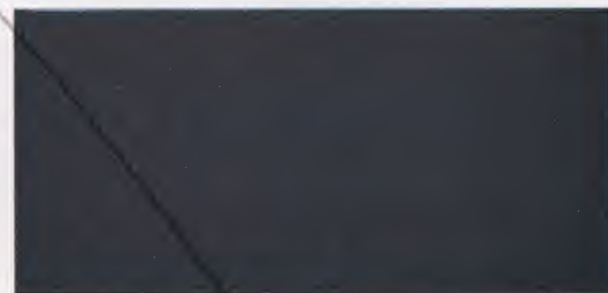
dark green • asphalted fibre back 3mm gauge **1705F**



grey • asphalted fibre back 3mm gauge **1707F**



light grey • cotton back 2mm gauge **1723**



slate grey • cotton back 2mm gauge **1724**



green • cotton back 2mm gauge **1726**



desert sand • cotton back 2mm gauge **1729**



java brown • cotton back 2mm gauge **1730**

Gold Seal Desk Top Linoleum is a long wearing linoleum covering for desks and office equipment. Its smooth surface makes an excellent working base for pen and pencil. The soft color tones help control glare . . . eliminate eye strain and fatigue. It is easily cleaned with mild soap and water.

Made 72½" wide, 3mm (.118") and 2mm (.080") as indicated.





## Gold Seal

### BULLETIN BOARD CORK

*... most widely used bulletin board cork on the market*

**BIGGEST SELECTION**—Available in eight attractive pastel shades—all designed for proper light reflectance.

**RUGGED CONSTRUCTION**—Gold Seal Bulletin Board Cork withstands thumbtack perforations . . . maintains its original appearance for years and years. The use of a linseed oil binder provides firm “locking-in” of cork and pigments—avoiding pick-out and fading.

**EASY INSTALLATION**—Reinforced with a backing of finest quality burlap, Gold Seal Bulletin Board Cork can be handled and installed without cracking. The burlap also permits removal from the wall when

necessary. Extra width 73" and 49" rolls afford neater installations on standard size backing boards. Installations up to 90 ft. long can be made without a seam.

**EASY MAINTENANCE**—Colors go *clear through* to the backing. This assures uniform color value throughout the entire surface—an important feature when abrasion is necessary to remove stubborn stains. Under normal conditions, warm water and mild soap is sufficient for cleaning.

**FULLY GUARANTEED**—Gold Seal Bulletin Board Cork carries the warranty: “Satisfaction Guaranteed or Your Money Back.”





## BULLETIN BOARD CORK



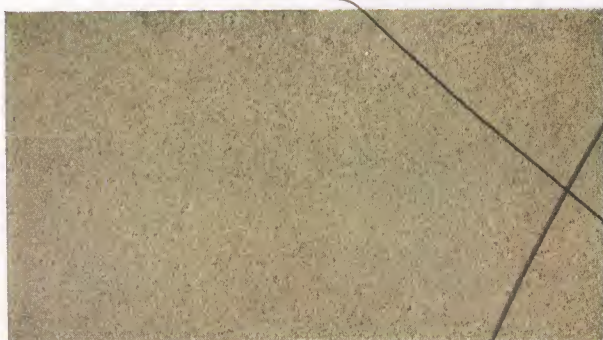
toast tan • burlap back

$\frac{1}{4}$ " and  $\frac{1}{8}$ " gauges **BC2**



field green • burlap back

$\frac{1}{4}$ " gauge **BC4**



beach grey • burlap back

$\frac{1}{4}$ " gauge **BC6**



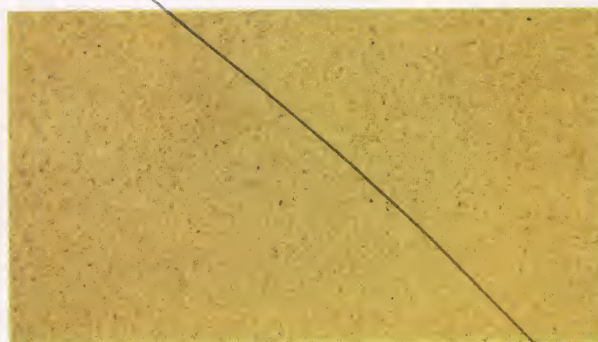
spray green • burlap back

$\frac{1}{4}$ " and  $\frac{1}{8}$ " gauges **BC8**



wheat tan • burlap back

$\frac{1}{4}$ " and  $\frac{1}{8}$ " gauges **BC10**



yellow gold • burlap back

$\frac{1}{4}$ " gauge **BC12**



powder blue • burlap back

$\frac{1}{4}$ " gauge **BC14**



dawn pink • burlap back

$\frac{1}{4}$ " gauge **BC16**

### GOLD SEAL BULLETIN BOARD CORK WIDTHS

PATTERN NO.	$\frac{1}{4}$ " GAUGE	$\frac{1}{8}$ " GAUGE	PATTERN NO.	$\frac{1}{4}$ " GAUGE	$\frac{1}{8}$ " GAUGE
BC2	73" and 49"	73" and 49"	BC10	73" and 49"	73" and 49"
BC4	73" only	not made	BC12	73" only	not made
BC6	73" and 49"	not made	BC14	73" only	not made
BC8	73" and 49"	73" and 49"	BC16	73" only	not made





**OPEN YOUR DOOR** to gay, luxurious, easy-care beauty with wonderful Gold Seal Nairon Plastics. This modern kitchen is a lovely example of the almost poetic beauty that can be achieved with color-correlated Nairon Plastic floors and counter tops. *Floor:* Nairon Custom Plastic Tile—SEQUIN in four colors—"Flame," "Carnation," "Black and White," and "Charcoal." *Sink, Counter and Table Tops:* NaironTop in "Cloud Pink," 3021.



Gold Seal

## NAIRON® PLASTICS

*...breathtaking loveliness, unbelievable wear in floors and walls*

The trade-mark "Nairon" identifies Gold Seal vinyl plastic products in three outstanding lines: Nairon Custom—finest quality full-thick tile; Nairon Deluxe—"Clearfelt" backed yard goods; Nairon Standard—saturated felt-back products in yard goods and tile. These lines are treated in detail in separate sections of the book—but *all* Nairon Plastic products share the following features:

**TRUEST COLORS**—Whites were never so white... tints never so delicate! Here is brightness and clarity not possible with other materials!

**LESS CLEANING TIME**—Super-smooth surfaces keep dirt and grime from taking hold. Household spills wipe up without a trace! These products are un-

harmd by grease, oils, and household cleaners and acids.

**LONG, LONG WEAR**—Nairon Plastics have unusual flexibility and strength... unexcelled resistance to abrasion.

**FOR FLOORS, WALLS AND COUNTER TOPS**—Nairon Standard plastics are design and color correlated—providing unusual decorative possibilities. You can run a lovely floor right up the wall!

**SATISFACTION GUARANTEED—**

All Gold Seal Nairon Plastic floors, walls and counter tops carry the warranty: "Satisfaction Guaranteed or Your Money Back."



This highly-styled kitchen features a color correlated floor, counter top and splashboard. Floor: Nairon Standard yd. goods in "Charcoal and Pink" and "Cloud Pink." Counter and Splashboard: NaironTop in "Cloud Pink, 3021.





*Gold Seal*

**NAIRON<sup>®</sup> STANDARD PLASTIC**

*...the wonder of plastics by-the-yard*

This is the floor for modern living! Gold Seal Nairon Standard, made of finest vinyl, offers brightness and clarity of color and design not possible with other materials. Cleaning has never been so easy—dirt, grime and spills vanish with

the wipe of a damp cloth!

And how Nairon Standard Plastic wears! Resistance to abrasion is excellent... it has unusual flexibility and strength. Also available in tile... see Tile Section.





## NAIRON STANDARD

PLASTICS



hurricane red  
also 9" x 9" tile, Nairon Top and 1" feature strip

6 ft. wide **2000**



windswept white  
also 9" x 9" tile

6 ft. wide **2001**







## NAIRON STANDARD



caspian yellow  
also 9" x 9" tile, Nairon Top and 1" feature strip

6 ft. wide **2002**



atoll green  
also 9" x 9" tile

6 ft. wide **2004**



sand bar  
also 9" x 9" tile

6 ft. wide **2006**





## NAIRON STANDARD

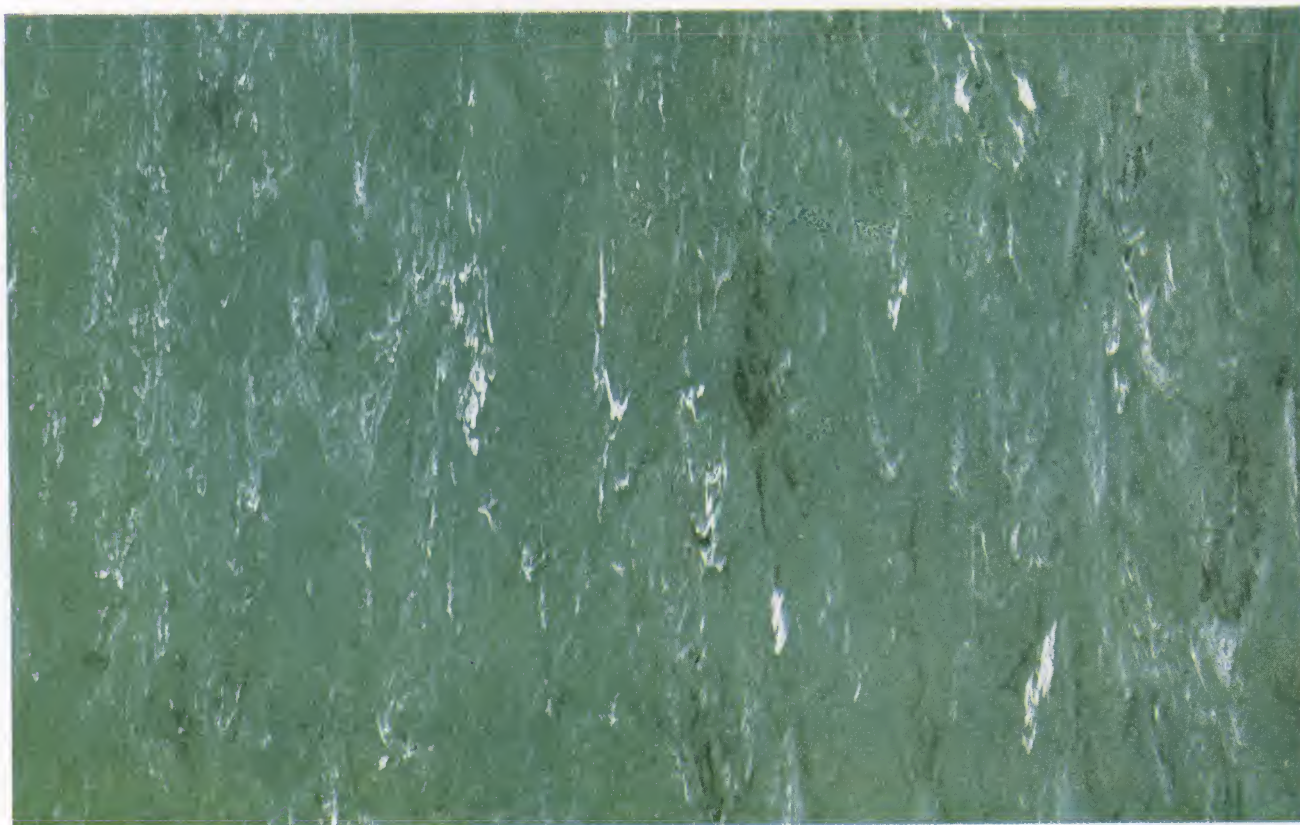
PLASTICS



typhoon grey  
also 9" x 9" tile, Nairon Top and 1" feature strip



tempest black  
also 9" x 9" tile, Nairon Top and 1" feature strip and borders



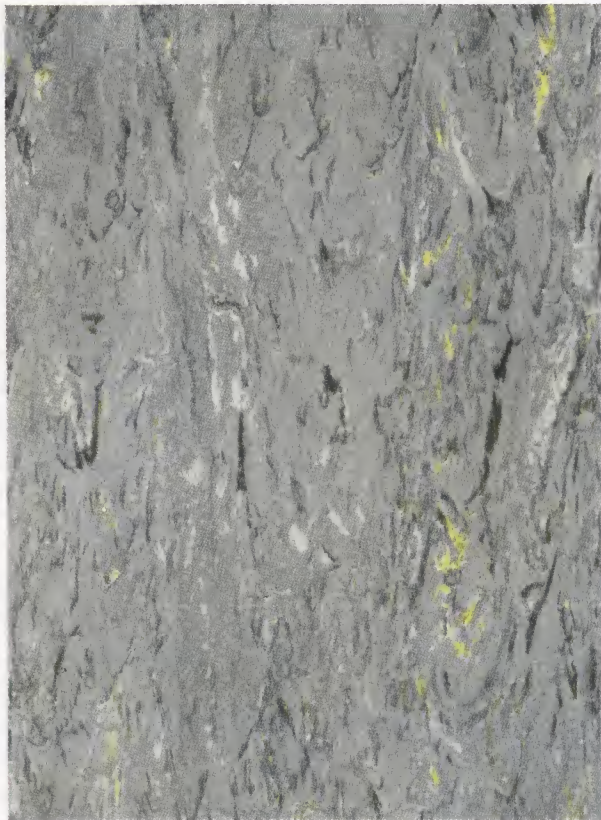
spray green  
also 9" x 9" tile, Nairon Top and 1" feature strip

6 ft. wide **2017**





## NAIRON STANDARD



harbor grey  
also 9" x 9" tile

6 ft. wide **2018**



seascape white  
also 9" x 9" tile

6 ft. wide **2019**



cloud pink  
also 9" x 9" tile and Nairon Top

6 ft. wide **2021**





# NAIRON STANDARD

PLASTICS



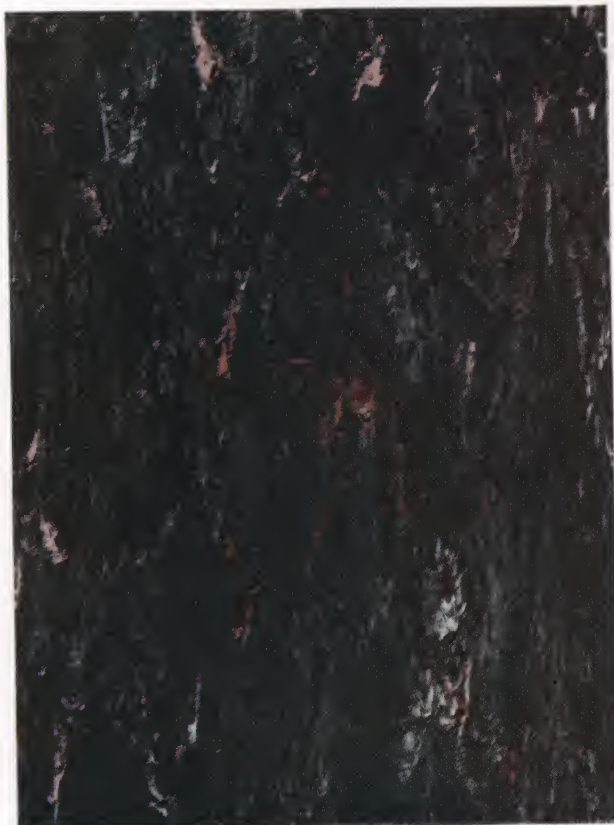
cloud pink  
also 9" x 9" tile and NaironTop

6 ft. wide **2021**



caribbean green  
also 9" x 9" tile

6 ft. wide **2023**



charcoal and pink  
also 9" x 9" tile

6 ft. wide **2024**



mocha  
also 9" x 9" tile

6 ft. wide **2050**



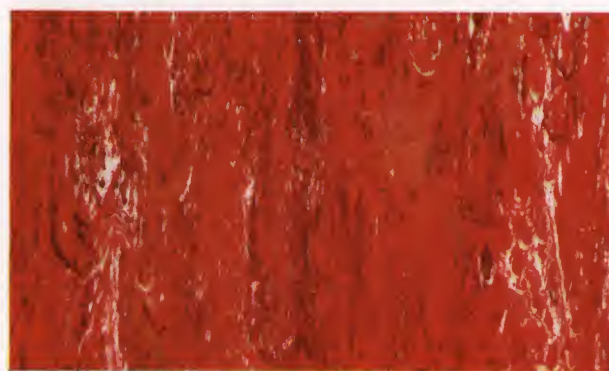
*Gold Seal*

**NAIRONTOP®**

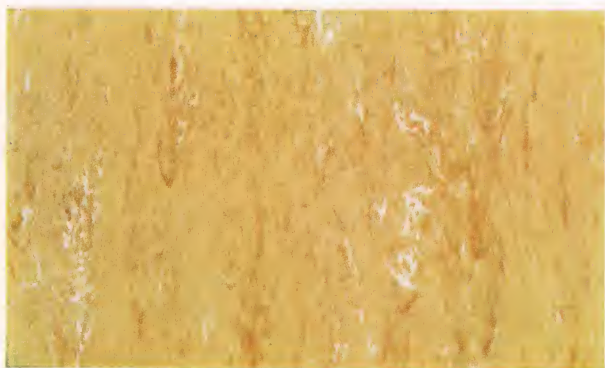
*...for beautiful,  
care-free counter  
and sink-tops*

This Gold Seal Nairon plastic brings new beauty and easy care to kitchen and dining areas. Color correlated with Gold Seal Nairon Standard floors and walls—NaironTop makes it easy to personalize an entire room. It is ideal for door facings, work area tops, wainscoting and many other uses in all types of commercial, public and institutional buildings.

NaironTop is so easy to clean! Its smooth, non-porous surface seals out food and beverage stains. Highly resilient, it subdues kitchen clatter. It's easily coved—providing a smooth, continuous surface, free of dirt-catching crevices and moldings. Made from finest vinyl, NaironTop wears and wears! In 30", 36" and 42" widths for counters, sink-tops, splashboards and tables.



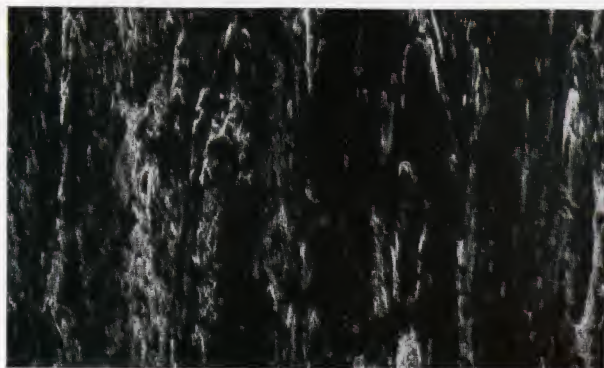
**NAIRONTOP** 30", 36" and 42" wide **3000**  
also 6 ft. wide and 9" x 9" tile and feature strip



**NAIRONTOP** 30", 36" and 42" wide **3002**  
also 6 ft. wide, 9" x 9" tile and feature strip



**NAIRONTOP** 30", 36" and 42" wide **3009**  
also 6 ft. wide, 9" x 9" tile and feature strip



**NAIRONTOP** 30", 36" and 42" wide **3011**  
also 6 ft. wide, 9" x 9" tile, feature strip and border

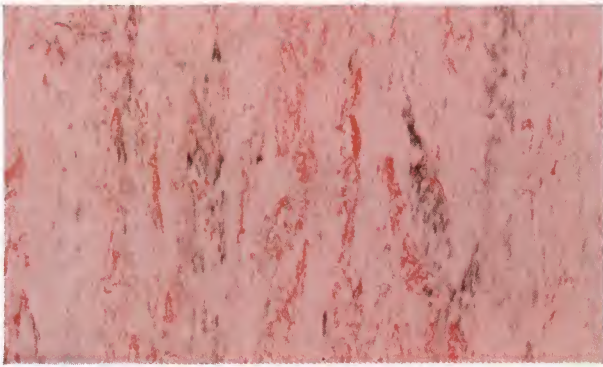


**NAIRONTOP** 30", 36" and 42" wide **3017**  
also 6 ft. wide and 9" x 9" tile

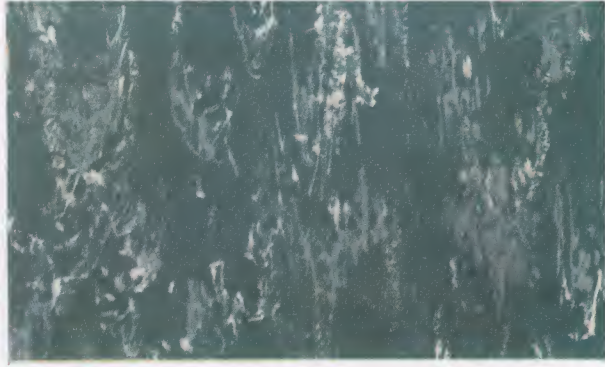




## NAIRON STANDARD



**NAIRONTOP** 30", 36" and 42" wide **3021**  
also 6 ft. wide and 9" x 9" tile



**NAIRONTOP** 30", 36" and 42" wide **3023**  
also 6 ft. wide and 9" x 9" tile



**NAIRONTOP** 30", 36" and 42" wide **3030**  
also 9" x 9" tile



**NAIRONTOP** 30", 36" and 42" wide **3031**  
also 9" x 9" tile



**NAIRONTOP** 30", 36" and 42" wide **3034**  
also 9" x 9" tile



**NAIRONTOP** 30", 36" and 42" wide **3038**  
also 9" x 9" tile



**NAIRONTOP** 30", 36" and 42" wide **3042**  
also 9" x 9" tile



**NAIRONTOP** 30", 36" and 42" wide **3043**





*Gold Seal*

**NAIRON® DE LUXE PLASTIC**

*... rich, colorful, dazzling beauty*

Six-foot wide Gold Seal Nairon DeLuxe provides a sweeping expanse of glowing, wall-to-wall loveliness. The intermingling of chips of vivid color and subtle tones gives the homemaker a virtually unlimited choice of decorating combinations.

Nairon DeLuxe, made of the finest-grade vinyl, has

a super-smooth surface with higher gloss. The wipe of a damp cloth whisks away dirt, grime and spills. Scuffs disappear in the non-directional pattern. A new "Clearfelt" backing provides excellent flexibility for fast, trouble-free installation. Highly resilient, Nairon DeLuxe is quiet and comfortable underfoot. It will give truly outstanding wear!

**RECOMMENDED USES:** *Gold Seal Nairon DeLuxe may be installed over any above-grade floor of wood, concrete or ceramic tile—including those with radiant heating.*





## NAIRON DE LUXE

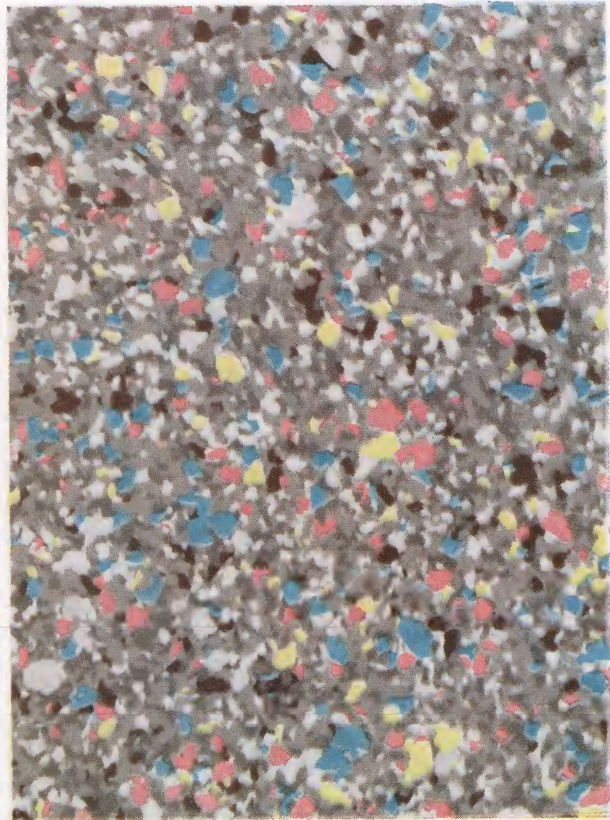
PLASTICS



greige

6 ft. wide

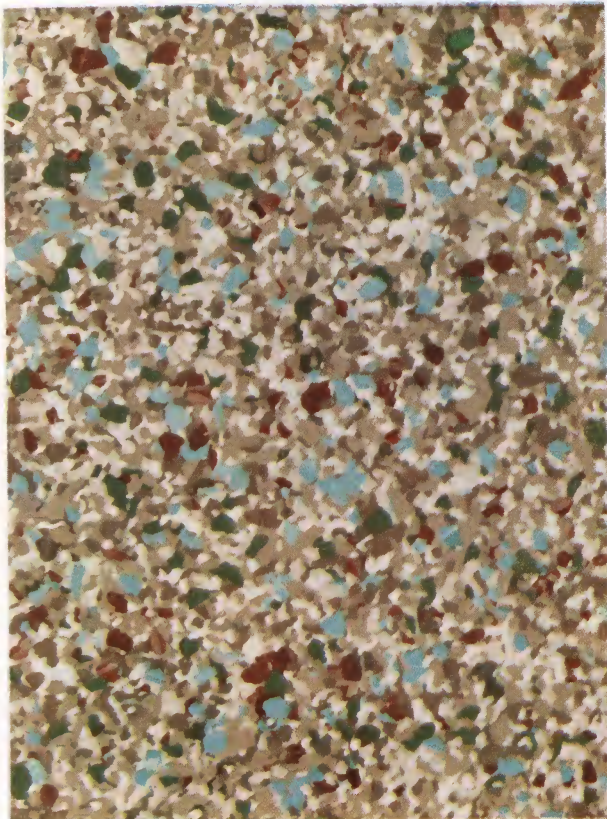
**6000**



mocha

6 ft. wide

**6001**



beige

6 ft. wide

**6003**



gray

6 ft. wide

**6005**



# How to create your own designs

## What you will want to know about tile floors before you start:

You must first consider the question of the *location* of the room in relation to the *ground*. Be sure to see the explanatory diagram on Page 4.

To help you decide what *type* of tile to use in various rooms you will find helpful descriptions of each type of Gold Seal Tile starting on page 63.

## HOW TO CHOOSE YOUR COLOR SCHEMES

**Your Home Reflects You**—your personality and way of living. So *your* preference is most important. Select colors *you* like . . . use them to please yourself. Of course there are some colors that are beautifully compatible . . . and others that simply don't go together. But don't let color selection frighten you—the following pages give you many suggested color schemes that you can adapt to make selection easy . . . and lots of fun.

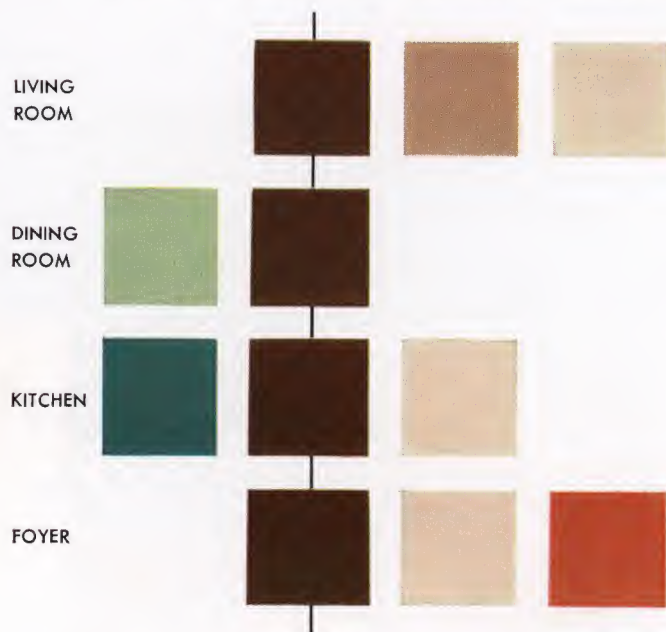
**Doing Only One Room?** If you plan to completely redecorate the room, naturally you'll choose flooring, paint and furnishings in colors that are compatible. If a new *floor* is all you plan, be sure it's compatible with

your existing furniture and decor. Chosen carefully, your new floor can bring the whole room alive with new beauty.

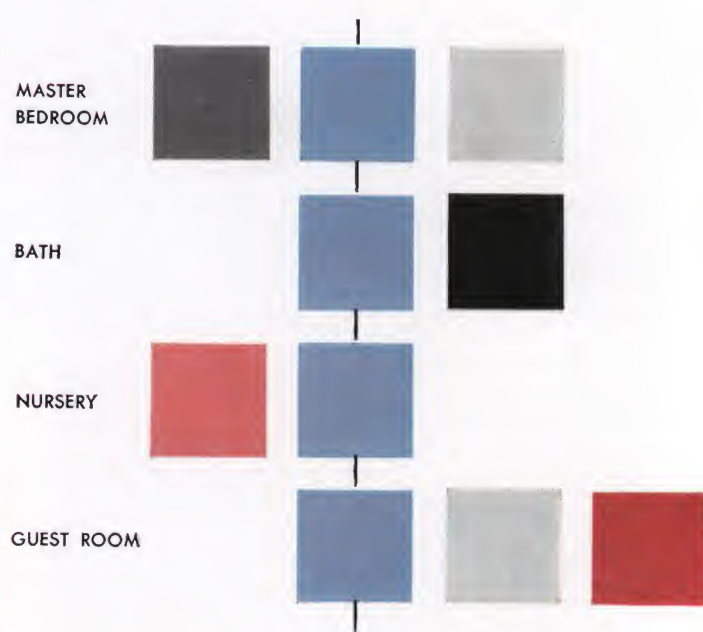
**More Than One Room?** Then it's wise to remember that each room is part of the whole house and should be compatible with its neighboring rooms. If you plan only on new floors, again, consider your present furnishings. If a complete redecorating plan is in order, try carrying one or two basic colors from room to room, combining with other colors in each room. These charts show how easy it is.

### Main-floor color scheme based on a brown tint.

(Of course, the brown, which is common to all four rooms, may be used on the floor in one room, on furniture in another room, on a wall in another, etc.)



### Upstairs rooms taking a blue tint as their common color.



## WHAT TO KEEP IN MIND ABOUT EACH ROOM —

**South and West Rooms** are usually sunny most of the day and so have a naturally warm feeling about them. In these rooms you can afford to use cool blues and greens.

**North and East Rooms** get less sun, tend to seem cooler. The warmer shades of rose, beige and peach are gen-

erally recommended for these rooms.

**Darker Rooms**, those receiving very little natural light, definitely need the brightening effect of whites and light tones. Dark walls, furnishings or floors make these rooms seem rather gloomy.



# in Gold Seal tile floors

by C. Eugene Stephenson, *American Institute of Decorators*

STOP

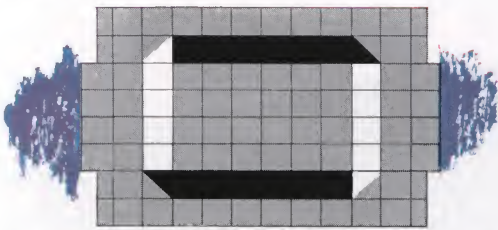
## HOW TO USE DESIGN TO BEST ADVANTAGE

*Remember these simple principles:*

- 1** To keep your floor design from becoming cluttered, never use more than 3 or 4 colors.
- 2** If a room has many pieces of furniture, a simple design will show them off to best advantage.
- 3** Use busy, "loud" designs only in active areas such as game rooms or rumpus rooms—living and dining rooms need quiet, subdued designs.

## How to handle special problems

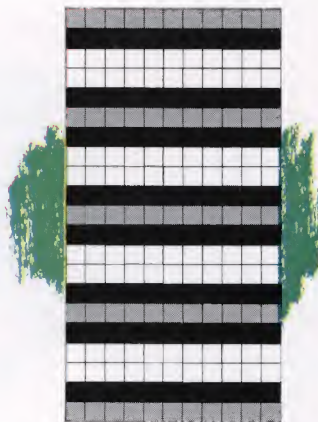
### SMALL ROOMS:



These areas usually lend themselves best to small designs. For example, this ribbon border is used in an entrance hall about 6' x 8'. Notice how the design is kept as simple as possible, with the border one tile wide, and a "turned" effect at the corners adding just a touch of interest. A simple color scheme also goes best in small rooms. It makes them appear larger.

For suggestions, see Designs #4, 5, 7, 8 & 17 on the following pages.

### NARROW ROOMS:



Rooms of rather "tight" dimensions one way, can be made to look wider if you use stripes of contrasting colors, either diagonally or straight across. Select subtle colors if the room is conservatively decorated, or bold colors if it's a brighter room. The room shown is approximately 8' x 16' with stripes 9" and 18" wide in three colors. Naturally, the smaller the room, the smaller the stripes.

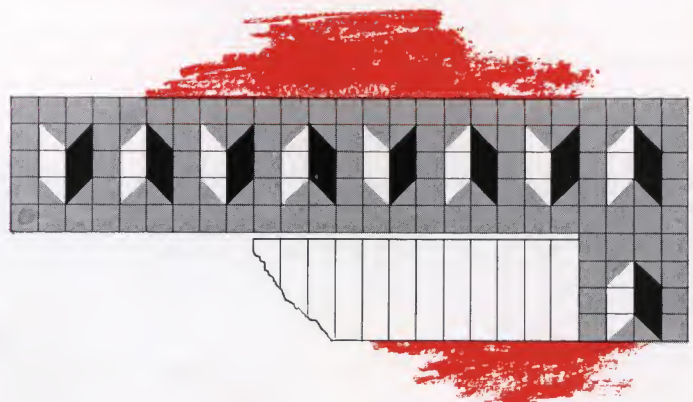
For suggestions, see Designs #1, 3, 4, 5, 17 & 18 on the following pages.



### CUT-UP ROOMS:

Try to turn the irregularity of these rooms into an advantage by using an irregular design. Here, a corner fireplace is played up by diagonal "quilt" pattern that directs your attention to the fireplace. The pattern also tends to play down the awkward diagonal corner by simply ignoring it. Another idea is to "feature" an irregularity by placing a design near it on an otherwise plain floor. For example, a diamond design in front of a bay window, or a star design in front of a stair landing.

For suggestions, see Designs #4, 5, 8, 14 & 18 on the following pages.



### HALLWAYS:

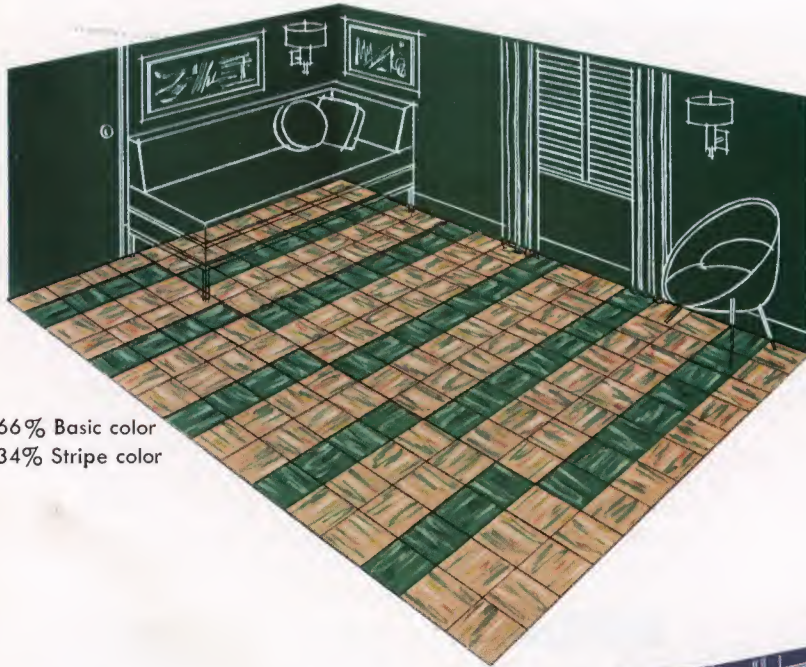
In addition to various stripe and overall patterns, consider the possibilities of special geometric designs like the ones shown here. Unless the design is a form of stripe, it isn't generally wise to continue it on the stair. For very narrow hallways, stripes or polka dot effects usually work best. And in very small hallways, designs shouldn't contain too many colors.

For suggestions, see Designs #1, 3, 4, 5, 8, 10 & 17 on the following pages.



## HERE ARE SOME SUGGESTED DESIGNS

ALL DESIGNS SHOWN ARE SCALED 9' x 12' FOR EASY COMPARISON. DESIGNS RECOMMENDED FOR LARGER ROOMS ARE SPECIFICALLY NOTED.



66% Basic color  
34% Stripe color

### ◀ DESIGN #1 For living room; family room

The "broken" or "staggered" stripe is especially pleasing in modern rooms. The "break" in the stripe should line up with some architectural or structural line such as the edge of a door or window. It is better when the stripe breaks in uneven proportions, such as  $\frac{1}{4}$  or  $\frac{1}{3}$  of the width or length of the room, not exactly half. The break will be subtle or sharp, depending upon the color combination selected. Shown here: Emerald green stripes on tan background.

**Other Color Combinations:** Yellow stripes on brown; pink on brown; beige on brown; light green on dark green; light blue on charcoal; coral on dark grey.

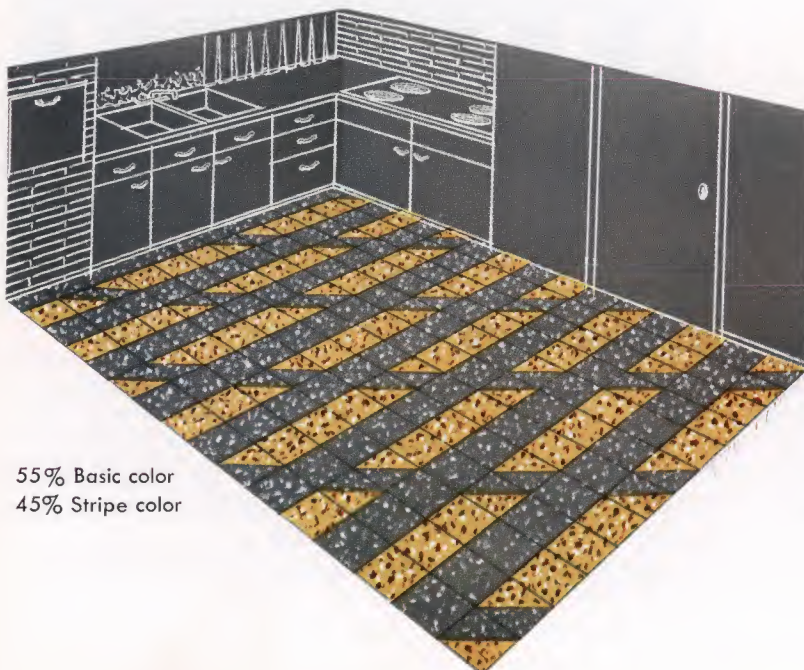
### DESIGN #2 For halls; dining room ▶

This border treatment, featuring broken rectangles, is a simple but effective design. A cool color scheme goes best with this rather impersonal style. Don't use this design in a room that has an abundance of furniture, as the design needs to have space to "breathe." Shown here: Orchid mist with taffy borders. Woodwork in ivory—walls and ceilings, lavender.

**Other Color Combinations:** White with red, blue or green borders. Almost any color can be used as the background, with white borders; but tie in the wall color with a darker or lighter tint of whatever hue you select. Example: dark green with white borders—pale green walls.



60% Basic color  
40% Border color



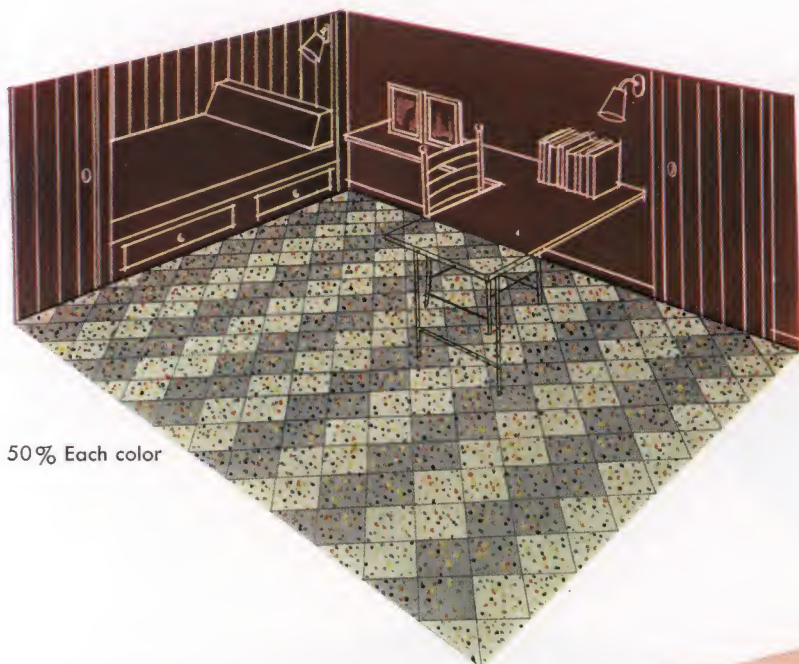
55% Basic color  
45% Stripe color

### ◀ DESIGN #3 For kitchen; halls; bath

For bright contemporary rooms with lots of white or light wood, a charcoal grey floor can lend a quality of depth and sophistication. If you have wrought iron furniture, paint it white. With this charcoal background use a tile inset consisting of pointed bands 9" wide of yellow tile. By cutting some of the tiles on the diagonal, a diagonal over-stripe effect can be achieved.

**Other Color Combinations:** Blue background with white bands; red with white; brown with beige; green with yellow; black with platinum grey; beige with tan.





50% Each color

#### ◀ DESIGN #4 For child's room; family room

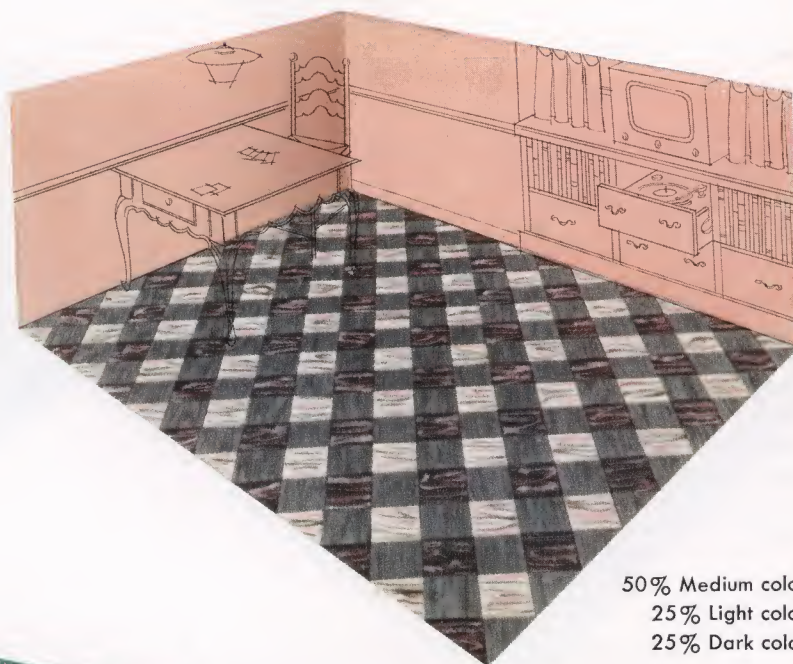
Rooms that "take a beating" needn't be drab. This boy's room, for example, is modern and colorful, yet perfectly practical. For a young lady or little girl you would use more delicate colors, of course, but stick to the same basic design. Be sure all directional texture runs the same way in each color or both colors. Shown here: Grey and off-white.

**Other Color Combinations:** Good "young" colors are pink and white; blue and yellow; blue and white. For game rooms try green and tan; beige and red; black and white; or red and brown.

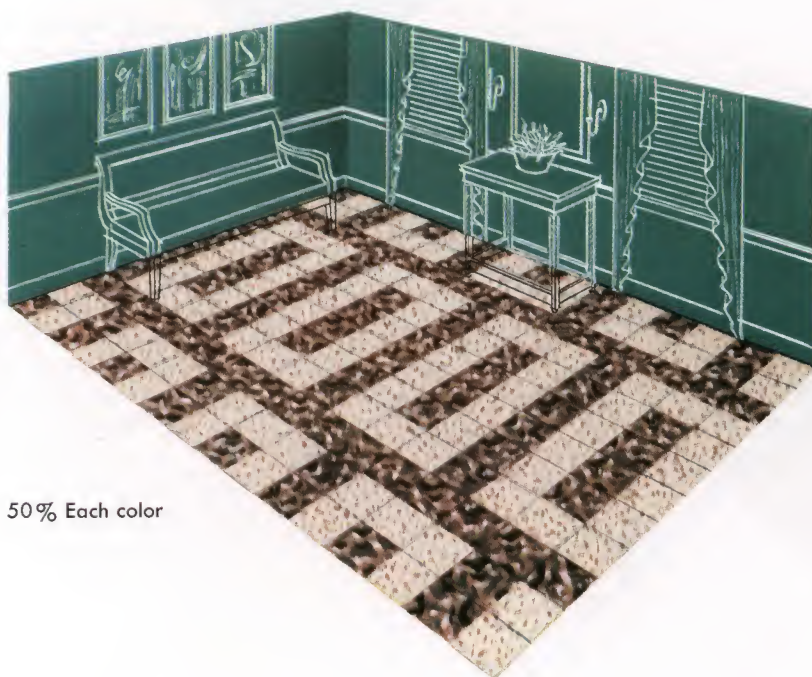
#### DESIGN #5 For most any small room ▶

**Space works for you with this design.** It extends the visual size of the room by the use of diagonal lines. Wall color can be any one of a variety of light tones. In planning your design, remember that the background tile is either the lightest or darkest color—the bands are the medium tones. Shown here: Two shades of grey, with white.

**Other Color Combinations:** Given in order of lightness as shown here—white, light pink and dark pink; light green, dark green and dark grey; white, beige and brown; yellow, orange and brown.



50% Medium color  
25% Light color  
25% Dark color



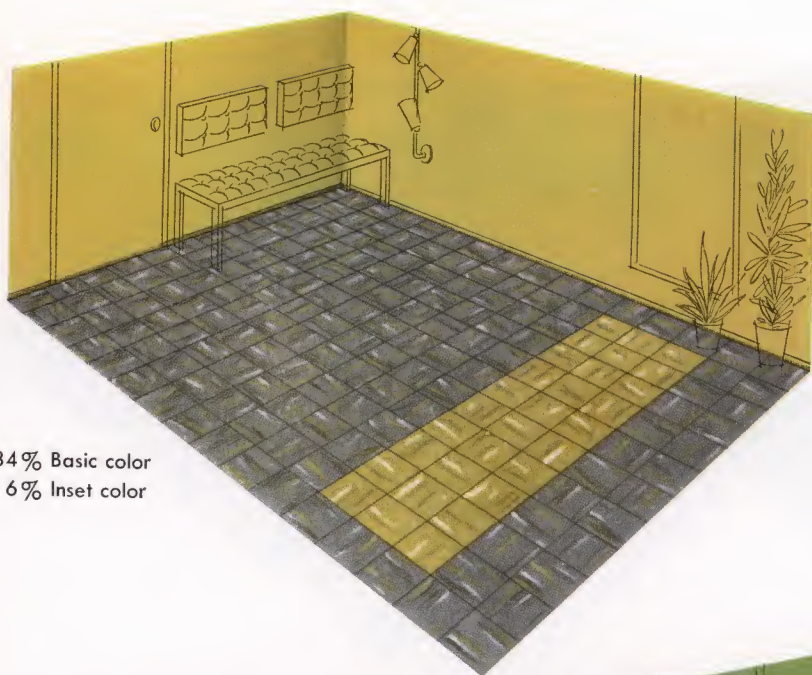
50% Each color

#### ◀ DESIGN #6 For halls; dining room

**For any large area, such as a foyer or dining room,** this pattern of rectangles or squares creates a wonderful feeling of simple dignity. The pattern looks well in a wide variety of color combinations, provided you avoid too-sharp contrasts. Furnishings should be used simply and sparingly in keeping with the dignity of the floor. Shown here: "Venetian" style beige background with ivory rectangles.

**Other Color Combinations:** Grey background with yellow rectangles; white with light green; black with beige; blue with light blue; brown with pink; red with beige; orange with brown.





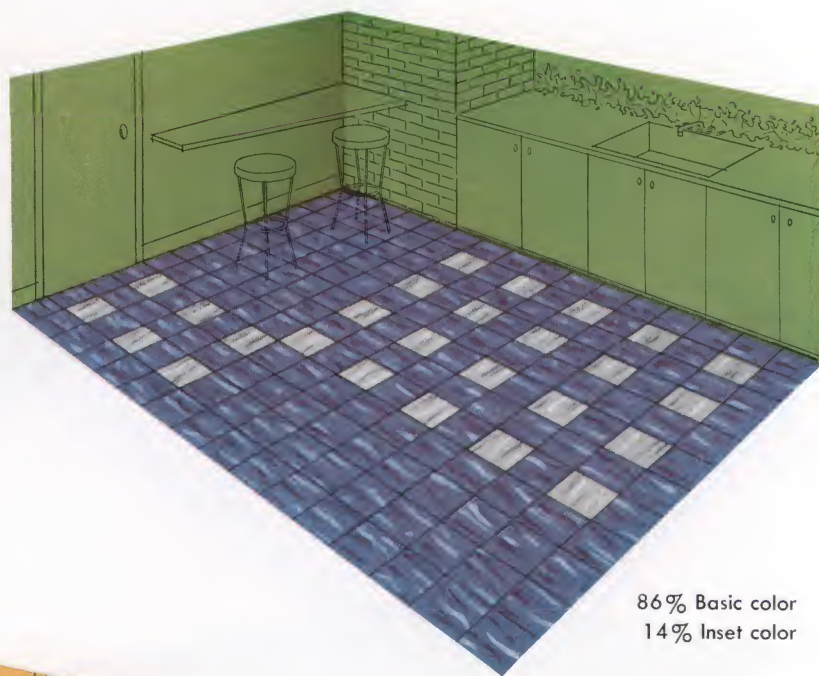
84% Basic color  
16% Inset color

#### DESIGN #8

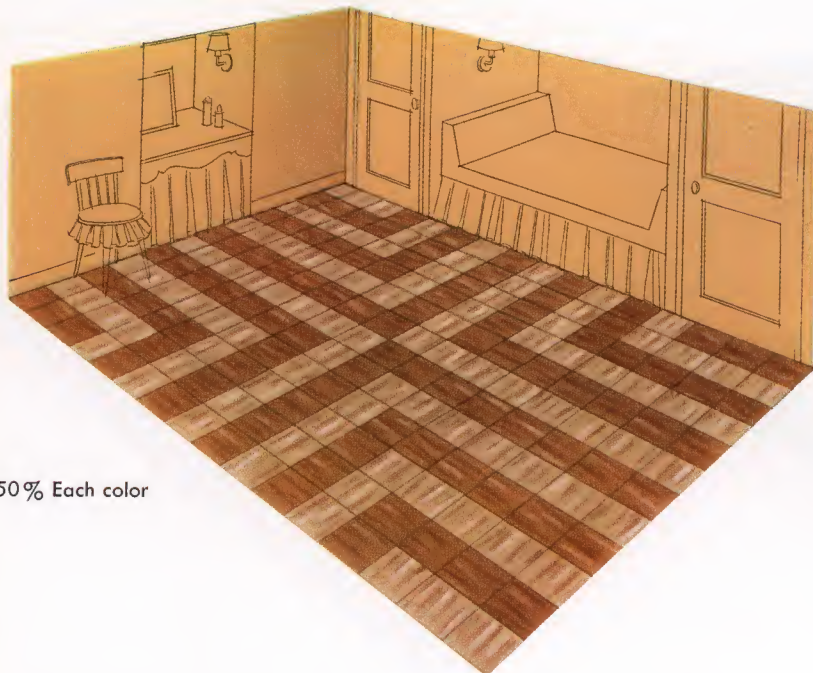
For kitchen; family room

Your most lived-in rooms can blossom into pleasing, hospitable areas if you use a little ingenuity and well-placed color. This kitchen has been made more attractive by breaking it into separate areas of interest. You'll notice that the design areas have been aligned with the door and sink cabinet. Always be sure to align your design areas with some such break in the wall area. Shown here: Grey squares in a bright blue background.

**Other Color Combinations:** Medium green with white squares; grey, red squares; white, pink squares; brown, beige squares; red, yellow squares; yellow, brown squares.



86% Basic color  
14% Inset color



50% Each color

#### DESIGN #7

For halls; living room

If you have a contemporary home, or even a feeling for this popular style of furnishing and architecture, this design will express your taste in that direction. To call attention to a certain part of your room or a particular group of furnishings, use a plain background with a set-in panel of color that is located in the area you wish to feature. Shown here: Grey background with yellow panel.

**Other Color Combinations:** Black or white background with almost any contrasting panel color; colored floor with white panel. (Use white walls in this case.)

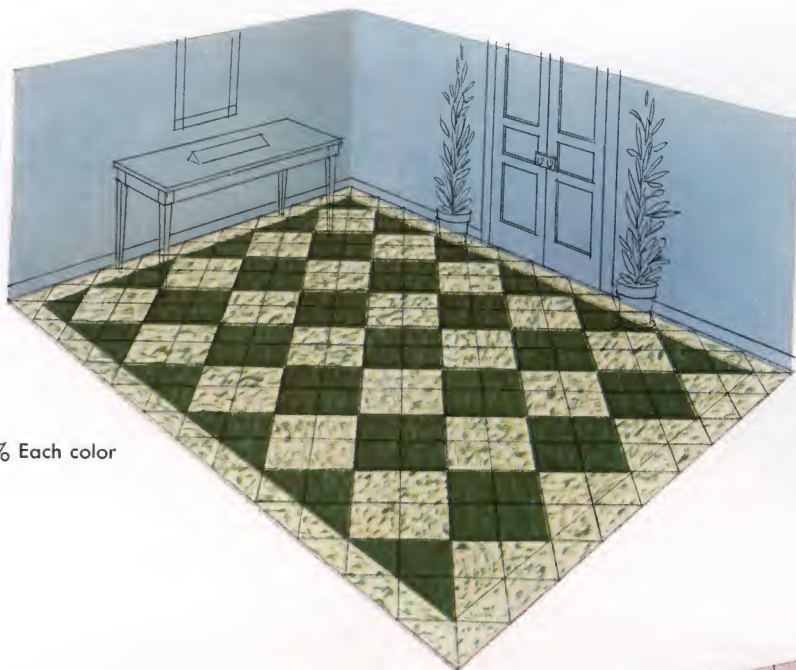
#### DESIGN #9

For most any room

To make a room relaxing as well as interesting in terms of design and color, here's a restful, well-balanced pattern that suggests wide-plank wood flooring, yet varies enough to give the room a design "lift." The result is a room that is restful but not dull. Shown here: Tan and brown. (Note the direction of the texture in each color. This is very important to the design.)

**Other Color Combinations:** Light and dark grey; white and pale pink; white and pale blue; light and dark green; red and beige; aqua and dark green.





50% Each color

## ◀ DESIGN #10

For halls

Beautiful but simple entrance halls are easy to create if you use this tasteful diagonal "block design." And the pattern can be easily adapted to any size area by simply expanding or reducing the size of the blocks. Just remember to use a border all around to absorb leftover space and permit you to work out your blocks on all sides. Shown here: One 18" block and border of white with green flecks, other 18" block of dark green.

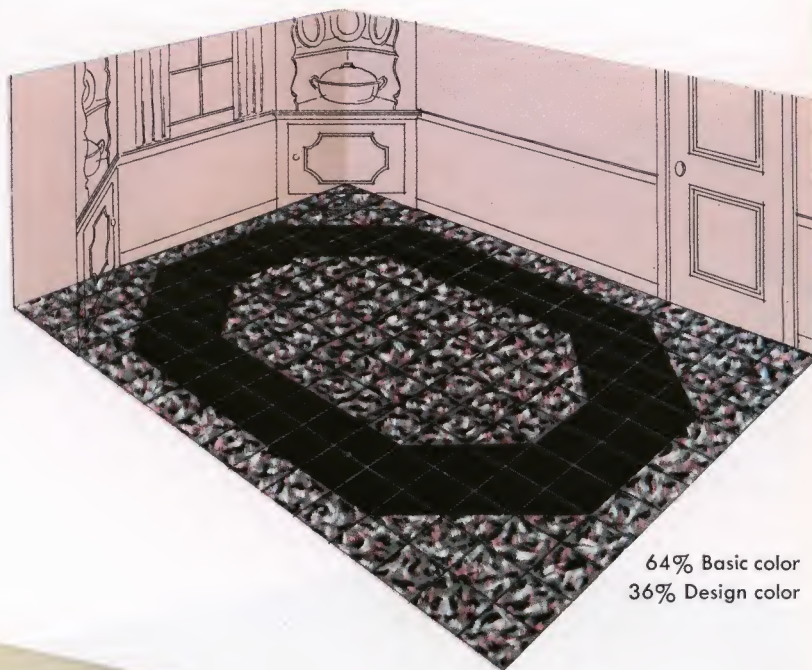
**Other Color Combinations:** Blue and white; red and white; brown and beige; chartreuse and brown; yellow and dark grey; light grey and white; black and white.

## DESIGN #11

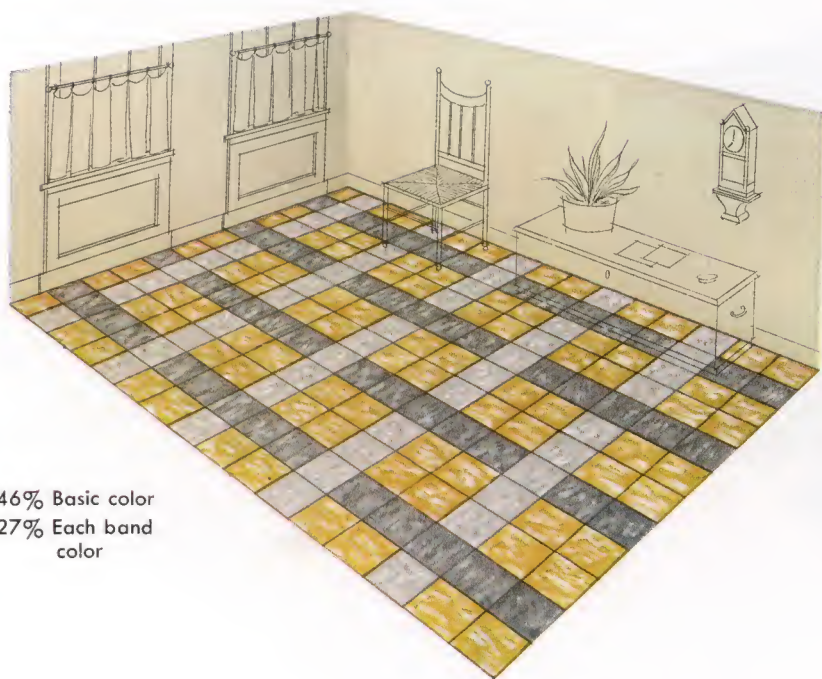
For dining room; halls

For those who prefer subtle colors and cheerful, though rather formal dining rooms and foyers, this rectangular pattern with "cut" corners is distinctive and charming. The colors, as you can see, should be closely related—not too contrasting. And, of course, the pattern is definitely not recommended for irregular rooms. Shown here: Solid black pattern on a figured background of black with pink and white flecks.

**Other Color Combinations:** Medium blue with white design; red with beige; medium grey with yellow; dark green with light blue.



64% Basic color  
36% Design color



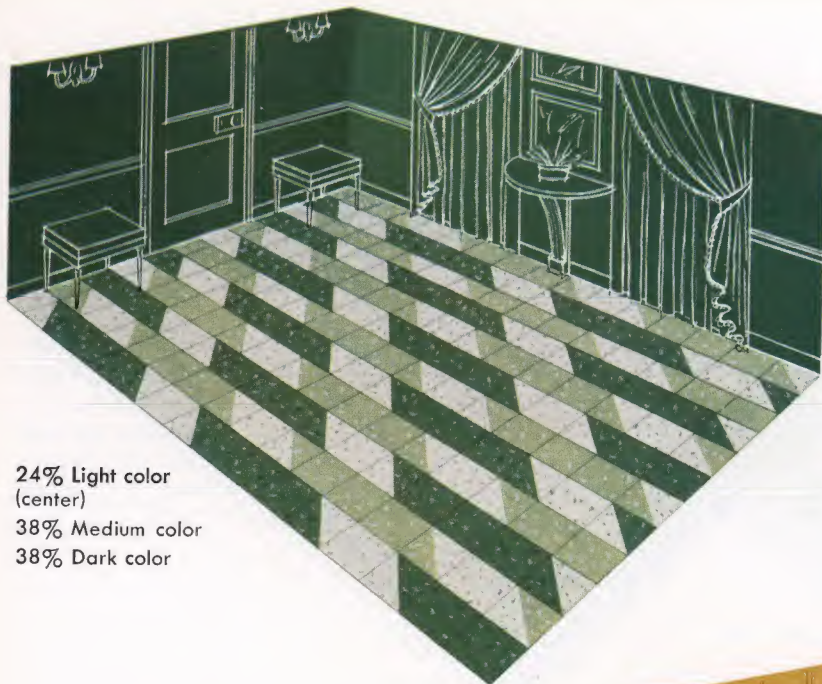
46% Basic color  
27% Each band color

## ◀ DESIGN #12 For a large living room; bedroom

The "open" or "wide placed plaid" has a wonderful way of fitting in with almost any decorative plan if upholstery and drapery fabrics are kept plain or of small design detail. And this floor pattern needn't always be bold, as the above color scheme shows. It can be subtle, and still be quite colorful. Naturally the room must be large to accommodate a pattern this size. Shown here: Yellow background with dark and light grey bands.

**Other Color Combinations:** Light and dark green on a brown background; pink and blue on white; red and brown on beige or cream; blue and green on white; chartreuse and brown on white.





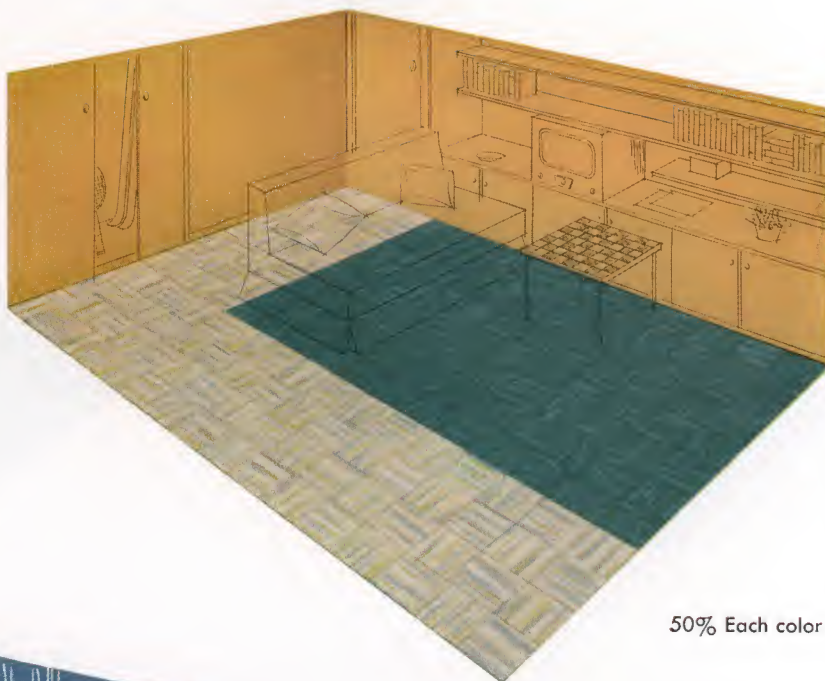
24% Light color  
(center)  
38% Medium color  
38% Dark color

#### DESIGN #14

For family room ▶

For family rooms, this pattern can act as an interesting and colorful space divider. If there are "traffic lanes" or grouped furniture areas, the design does a neat job of defining those areas in a distinctive way. Try using colors that will play up the furniture to best advantage. And be sure that the inset panel is large enough to accommodate the furniture without crowding it. Shown here: Turquoise and beige.

**Other Color Combinations:** Warm combinations are beige and brown; coral and grey; brown and tan. Cool combinations are green and ivory; blue and beige. Also excellent in black and white.



50% Each color



24% Light color  
38% Medium color  
38% Dark color

#### ◀ DESIGN #13

For living room; dining room

Here's a design that is reminiscent of some old Italian marble floors. The subtle colors add to the look of richness that is especially good in a living or dining room. The white areas can be lengthened, if you like, and used this way across the *width* of the room, they'll tend to make it seem wider. Shown here: White with light and dark green.

**Other Color Combinations:** Always keeping the light color in the center of the frame, try two shades of blue with white; two shades of purple with white; beige, brown and white; black and white with orange center; black and white with bright pink center.

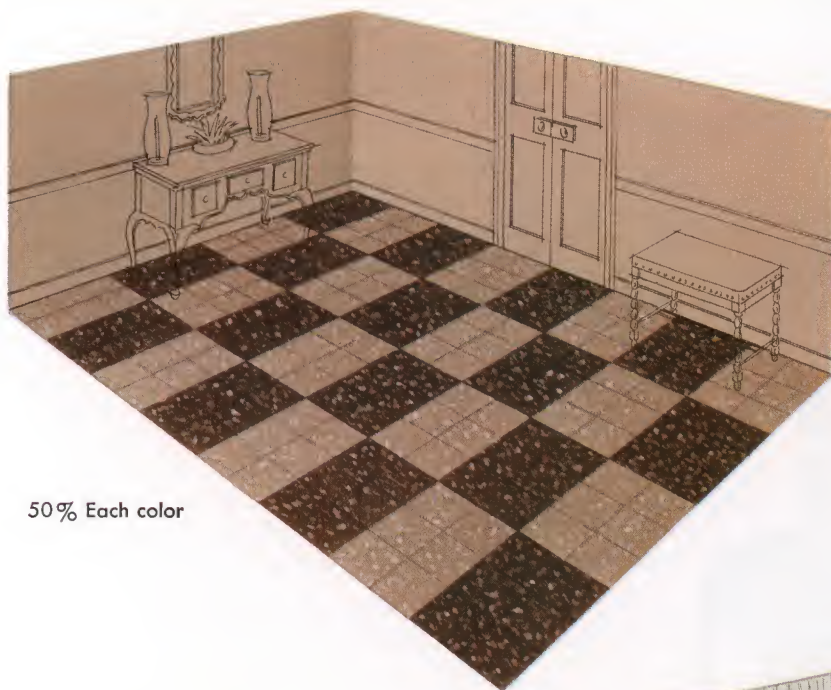
#### ◀ DESIGN #15

For child's room; bedroom

For a child's room, dining room or bedroom, this bold, basket-weave pattern works equally well with either bright, strong colors or softer, more subdued shades. It is especially pleasing for rooms decorated in simple Early American or French Provincial style. The pattern works well in most rooms 9' x 12' or larger, but in smaller rooms the pattern repeat is really too massive to fit properly. Shown here: Blue, black and white.

**Other Color Combinations:** Tan, light beige and brown; pink, red and white; white with light and dark green; yellow, brown and white.



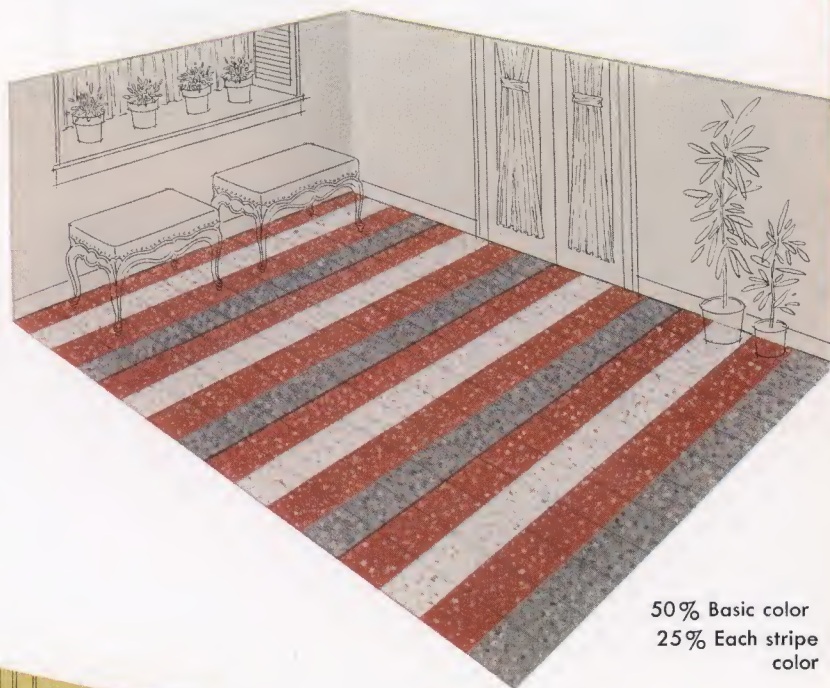


50% Each color

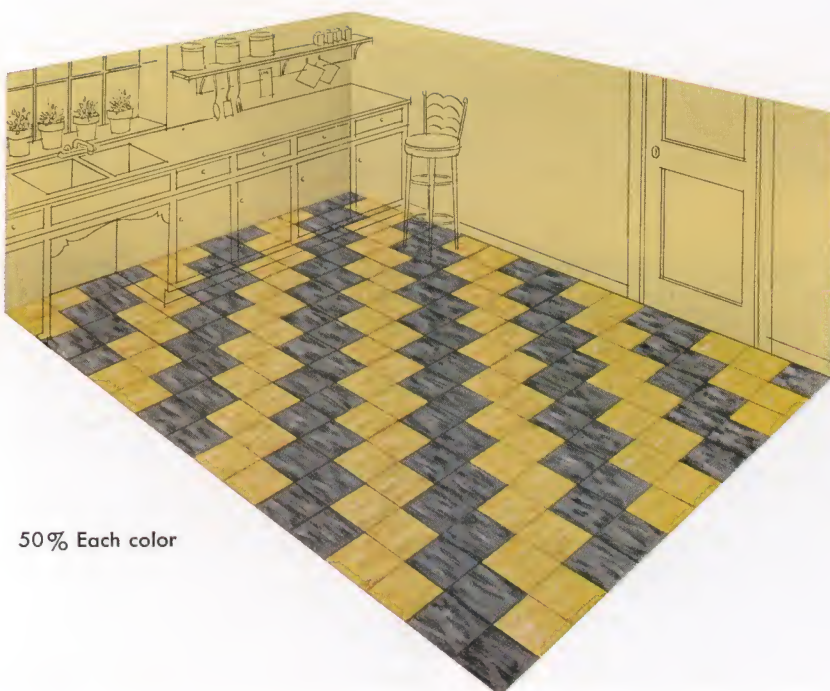
#### DESIGN #17 For most any room with few windows ▶

Rooms with few windows need this sort of brightening to relieve their rather gloomy aspect. For the "bright stripe" treatment, pick a bright color that you especially like, and mix it with two pale, or neutral colors. For narrow rooms, run the stripes across the narrow way and you'll create the illusion of much more width and space. Shown here: Geranium with grey and white.

**Other Color Combinations:** Blue background with black and white stripes; black with pink and blue stripes; red with beige and white stripes; brown with yellow and beige stripes; white with orange and yellow stripes.



50% Basic color  
25% Each stripe color



50% Each color

#### ◀ DESIGN #16

For family room

Colonial furniture is best "set off" by a fairly simple but stylized background that harmonizes with deep, quiet and conservative wood and brass tones. These large rectangles (18" x 27") can be done in contrasting colors, or one color plus a neutral color. You can adapt the size of the rectangles to suit the size of the room. Just be sure that the texture in all tiles of the same color always goes in the same direction and that the texture of all tiles of the second color goes at right angles to the texture of the first color. Shown here: Cocoa with mocha.

**Other Color Combinations:** Any color with white or off-white; combination of light and dark blue; light and dark grey; light and dark green.

#### ◀ DESIGN #18

For kitchen; halls; family room

For kitchens especially, a warm and sunny yellow is highly recommended. But this pattern needn't be confined exclusively to yellow—nor need it be confined to the kitchen—the staggered blocks are prescribed for any irregular room or area, in the colors that fit best. Shown here: Yellow and grey.

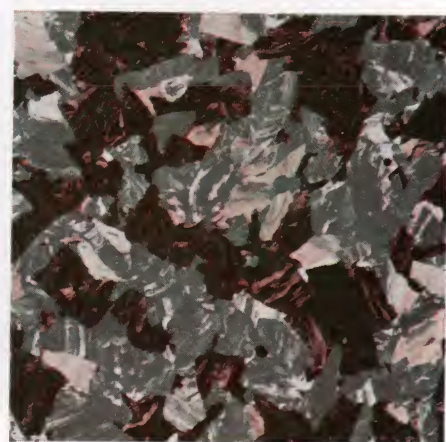
**Other Color Combinations:** Black and white; blue and white; two shades of green; beige and brown; pink and red—a bit tricky to handle, but good with white walls and woodwork.





**VENETIAN • grey**

**5251**



**VENETIAN • charcoal & pink**

**5252**



Gold Seal

## NAIRON® CUSTOM PLASTIC TILE

*...in exclusive, truly magnificent Venetian\**

Here, in "Venetian," is the supreme achievement of the fine quality Gold Seal Nairon Custom vinyl plastic line. Here is a strikingly beautiful design reminiscent of the luxurious architecture of old Venice.

**SUPERB COLORS**—Colors as pure and clear as Nature's own! And so bold and free in design treatment that joint lines disappear in one glittering expanse of beauty!

**SUPERIOR STAIN RESISTANCE**—Acids, solvents, oils, grease and soaps have little effect on this top quality plastic. Household spills wipe up without a trace!

**FASTER CLEANING**—The satin-smooth surface seals out dirt and grime...makes cleaning easy. Damp mopping keeps it sparkling!

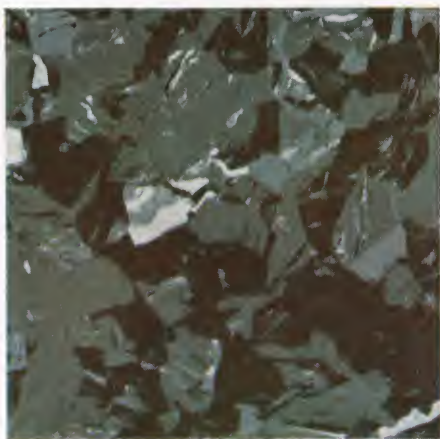
**MOST DURABLE OF ALL**—Full thickness, laboratory-controlled production with finest materials, inlaid colors—all assure outstanding wear. Shrinkage is reduced to the very minimum—preventing unsightly seams. Takes heavier loads without indenting than any other type resilient tile.

**RECOMMENDED USES:** *Gold Seal Nairon Custom Tile may be installed over on-grade and above-grade concrete or ceramic tile floors; and over above-grade wood floors. Installation may be made over radiant heating.*

*\*Trademark*

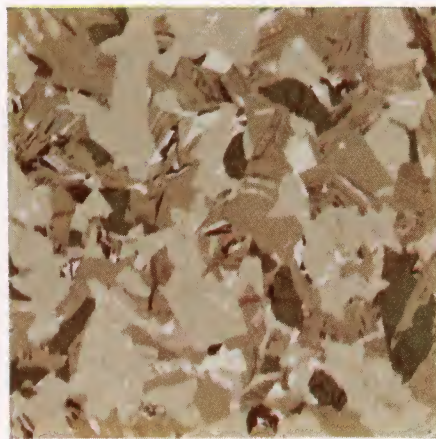
**GAUGE:** 1/8"

**TILE SIZES:** 9" x 9"; 12" x 12" and 18" x 18" on order



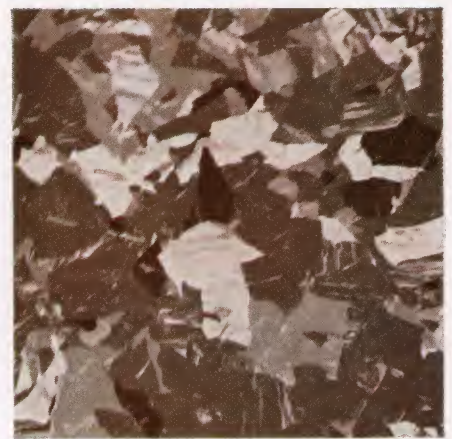
VENETIAN • green

5253



VENETIAN • beige

5254



VENETIAN • taupe

5255





*Gold Seal*  
**NAIRON® CUSTOM PLASTIC TILE—SEQUIN**  
*... in "Designer" colors*

Here's perfect harmony of design and color! These soft-toned tints fulfill the promise of sprightly "Sequin"—creating a floor of lilt, youthful beauty.

Made full-thick, of the finest vinyl, this tile holds

its beauty and clarity of color for years and years. And cleaning is so easy! Dirt and grime can't get a foothold on the super-smooth surface. It's highly resilient to acids, grease, oils and harsh soaps.

**RECOMMENDED USES:** *Gold Seal Nairon Custom Tile may be installed over on-grade and above-grade concrete or ceramic tile floors; and over above-grade wood floors. Installation may be made over radiant heating.*



## DESIGNER COLORS

9" x 9" tiles in  $\frac{1}{8}$ " and .080" gauges  
12" x 12" and 18" x 18" tiles in  $\frac{1}{8}$ " gauge only on order



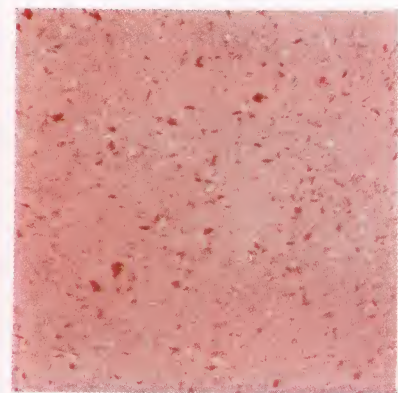
## NAIRON CUSTOM TILE



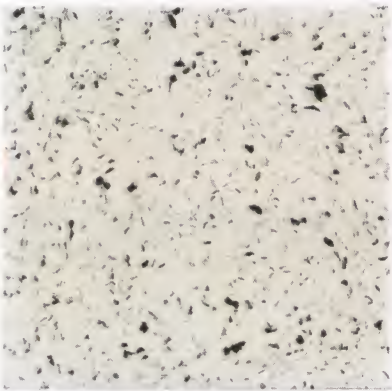
**SEQUIN • cucumber 5100**



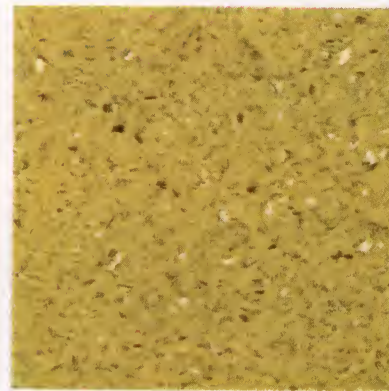
**SEQUIN • flame 5101**



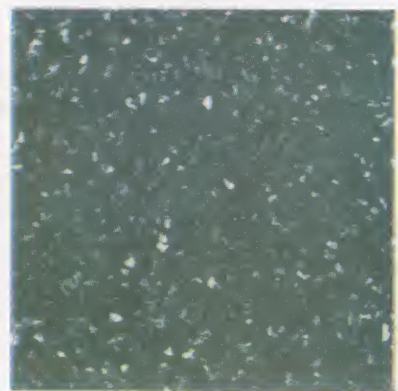
**SEQUIN • carnation 5102**



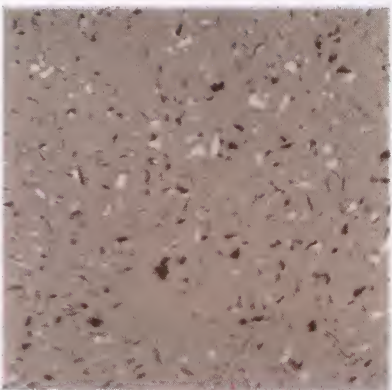
**SEQUIN • white w/charcoal 5103**



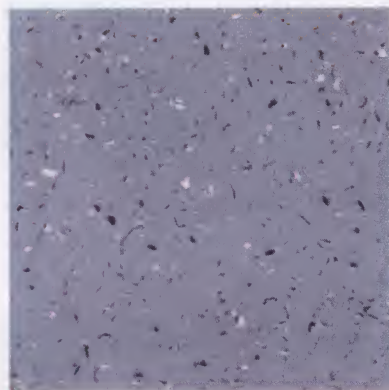
**SEQUIN • marigold 5104**



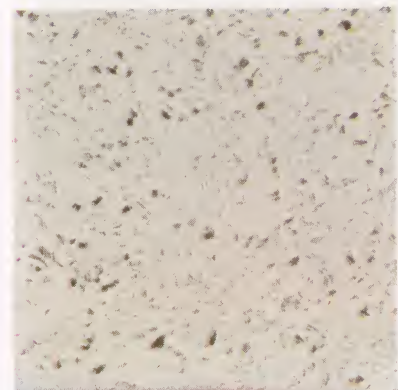
**SEQUIN • turquoise 5105**



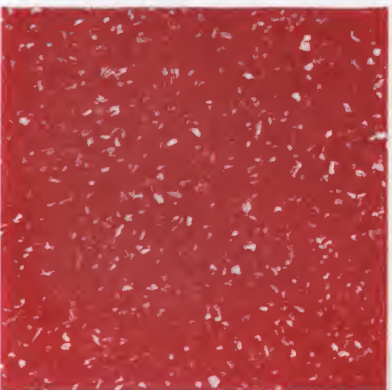
**SEQUIN • orchid mist 5106**



**SEQUIN • delphinium 5107**



**SEQUIN • taffy 5108**



**SEQUIN • geranium 5109**



**PLAIN • black 5200**



**PLAIN • white 5201**

**TILE SIZES & GAUGES** } .080" — 9" x 9"  
                                  }  $\frac{1}{8}$ " — 9" x 9"; 12" x 12" and 18" x 18" on order

TILES



Gold Seal

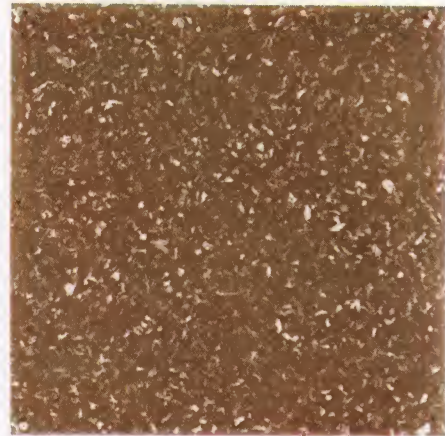
**NAIRON® CUSTOM  
PLASTIC TILE—SEQUIN**

*... in "Standard" colors*

The vigor of "Sequin" adds the right touch of life to these beautiful, distinctive "Standard" colors. A luxurious looking floor that belongs in the finest interiors!

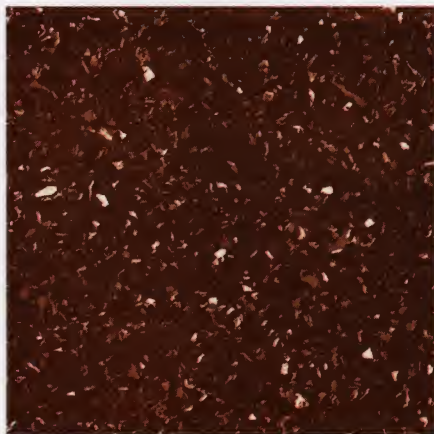
Colors are clear and true. The smooth surface seals out dirt and grime... makes cleaning easy. It's highly resistant to acids, solvents, grease, oils and soaps. And "Sequin," made in full thickness of the finest vinyl gives outstanding wear—holding its "just new" beauty for years and years!

**RECOMMENDED USES:** *Gold Seal Nairon Custom Tile may be installed over on-grade and above-grade concrete or ceramic tile floors; and over above-grade wood floors. Installation may be made over radiant heating.*



**SEQUIN • mocha**

**5000**



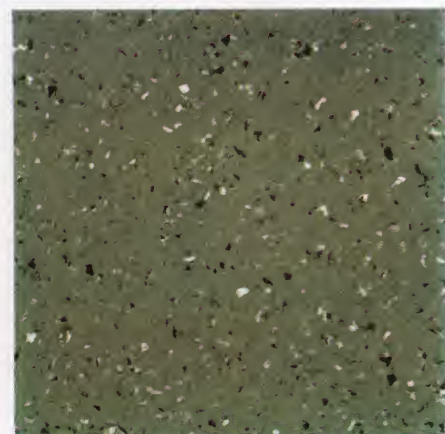
**SEQUIN • cocoa**

**5001**



**SEQUIN • wood rose**

**5002**



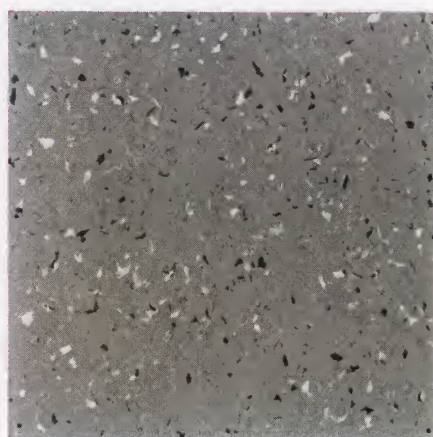
**SEQUIN • almond green**

**5003**



**SEQUIN • black and white**

**5004**



**SEQUIN • platinum**

**5005**



**SEQUIN • charcoal**

**5006**

**STANDARD COLORS**

9" x 9" tiles in 1/8" and .080" gauges

12" x 12" and 18" x 18" tiles in 1/8" gauge only on order



# Gold Seal

## NAIRON® CUSTOM PLASTIC TILE

### ...in "Marble" colors

Here is a new standard of beauty for the popular marbled decoration! The richly figured design in this tile attains striking definition in these pure, clear colors. Indeed, this is the very look of the finest marble!

Made full-thick, of top quality vinyl, "Marble" assures long, long years of "new floor" beauty and color clarity. And it's such a joy to care for! The beautiful surface seals out dirt and grime... makes cleaning easy. It's highly resistant to acids, solvents, grease, oils and harsh soaps. Spills vanish with damp mopping.

#### RECOMMENDED USES:

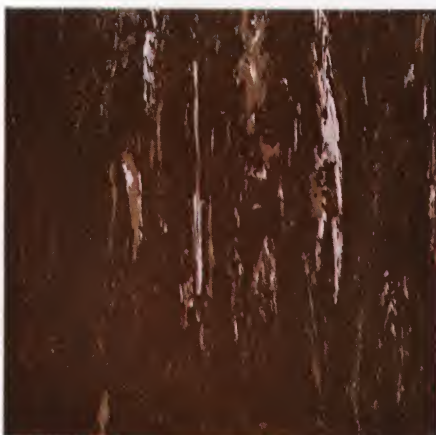
*Gold Seal Nairon Custom Tile may be installed over on-grade and above-grade concrete or ceramic tile floors; and over above-grade wood floors. Installation may be made over radiant heating.*



**MARBLE • mocha**

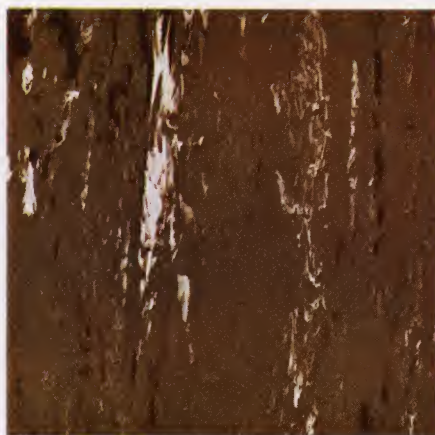
**5500**

TILES



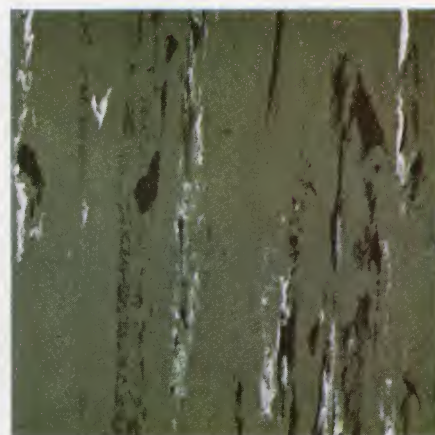
**MARBLE • cocoa**

**5501**



**MARBLE • wood rose**

**5502**



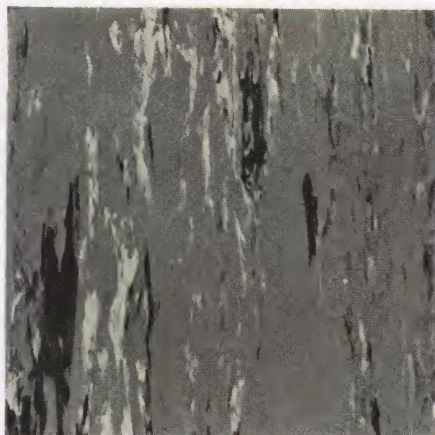
**MARBLE • almond green**

**5503**



**MARBLE • black and white**

**5504**



**MARBLE • platinum**

**5505**



**MARBLE • charcoal**

**5506**

#### MARBLE COLORS

9" x 9" tiles in 1/8" and .080" gauges

12" x 12" and 18" x 18" tiles in 1/8" gauge only on order







Gold Seal

## NAIRON® STANDARD PLASTIC TILE

*...for lovely, personalized floors and walls*

Here are all the amazing qualities of plastics in vinyl tile form. With Nairon Standard Tile—and a little imagination—the homemaker can achieve wonderful effects...even continue a floor design right up a wall! This tile is so flexible...so easy to cut with knife or scissors...that the man-of-the-house can install it himself!

Nairon Standard colors have great clarity. The satin-smooth surface seals out dirt, grease and spills...wipes clean with a damp cloth. Made of finest vinyl, Gold Seal Nairon Standard Tile

lasts and lasts. It's unharmed by household acids and solvents. Moisture and alkali resistant, it can be installed over on-grade floors—even those with radiant heat!

. . .

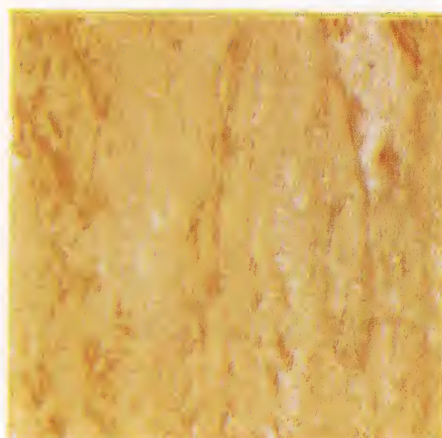
**RECOMMENDED USES:** *Gold Seal Nairon Standard Tile may be installed over any above-grade floor of wood, concrete or ceramic tile—including those with radiant heating. Walls of plaster, plaster board, plywood or hardboard are suitable for Nairon Standard Tile installation.*

TILES



windswept white

PT01



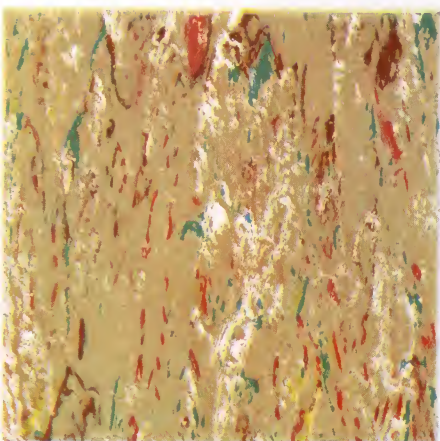
caspian yellow

PT02



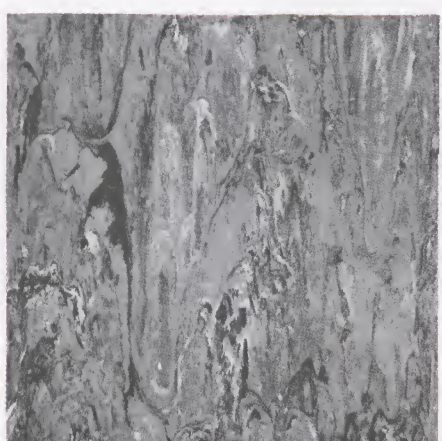
atoll green

PT04



sandbar

PT06



typhoon grey

PT09



hurricane red

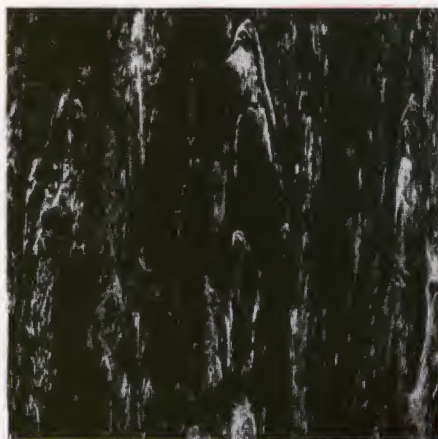
PT10

TILE SIZE: 9" x 9" ALSO MADE BY-THE-YARD 6 ft. wide  
PT02, PT09, PT10, PT11, PT17 and PT21 ALSO MADE FOR COUNTER TOP 30", 36", 42" wide  
PT02, PT09, PT10, PT11 and PT17 ALSO MADE IN 1" FEATURE STRIPS



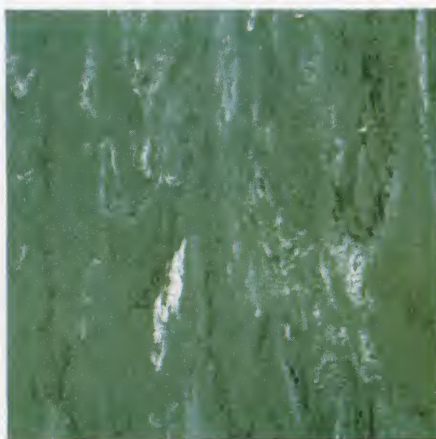


## NAIRON STANDARD TILE



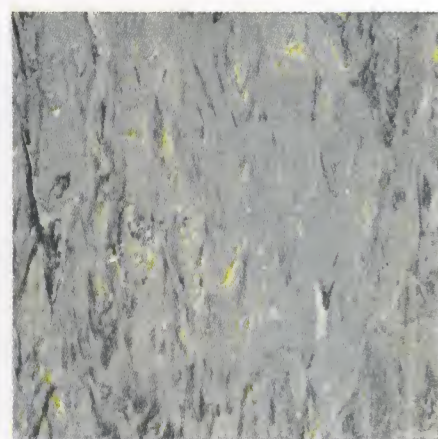
tempest black

**PT11**



spray green

**PT17**



harbor grey

**PT18**



seascape white

**PT19**



cloud pink

**PT21**



caribbean green

**PT23**



charcoal pink

**PT24**



mocha

**PT50**

**TILE SIZE: 9" x 9" ALSO MADE BY-THE-YARD 6 ft. wide**  
**PT02, PT09, PT10, PT11, PT17 and PT21 ALSO MADE FOR COUNTER TOP 30", 36" and 42" wide**  
**PT02, PT09, PT10, PT11 and PT17 MADE IN 1" FEATURE STRIPS**  
**PT11 MADE IN 9" and 12" BORDERS**





## NAIRON STANDARD TILE



**BERMUDA HUE • gulf stream green PT30**



**BERMUDA HUE • st. george grey PT31**



**BERMUDA HUE • lagoon turquoise PT34**



**BERMUDA HUE • coral beach PT35**



**BERMUDA HUE • sea foam white PT36**



**BERMUDA HUE • warwick tan PT38**



**BERMUDA HUE • cedar brown PT40**

**TILE SIZE: 9" x 9"**

**PT30, PT31, PT34 and PT38 ALSO MADE FOR COUNTER TOP 30", 36" and 42" wide**





\*Trademark

*Gold Seal*

## **VINYLBEST\* TILE...** *the truly all-purpose flooring*

Gold Seal "Vinylbest" Tile can be used on *every* floor in homes, offices or institutions. Outstanding resistance to moisture makes it as much at home in basements as in kitchens or living rooms.

**LONG WEAR WITH EASY CARE**—Tough and flexible "Vinylbest" provides outstanding resistance to indentation from furniture. It is unharmed by alkalies, grease, household spills, solvents or cleaners. Damp mopping keeps its glossy surface sparkling.

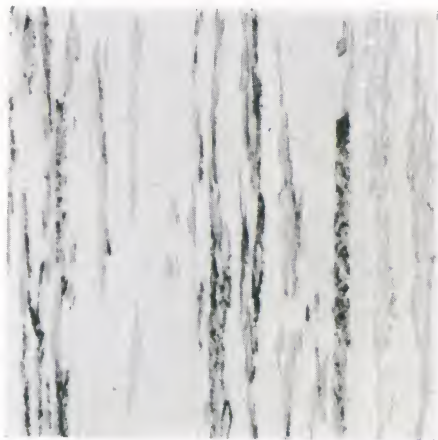
**BIG SELECTION**—"Vinylbest" comes in a wide variety of colors—in a rich, distinctive pattern that compliments any interior. Available in 1/16" gauge for residential use, and 1/8" gauge for commercial and industrial installations and concentrated traffic areas.

**RECOMMENDED USES:** *Gold Seal "Vinylbest" Tile may be installed over below-grade and on-grade floors of concrete or ceramic tile, and over above-grade floors of wood. Installation may be made over radiant heating.*



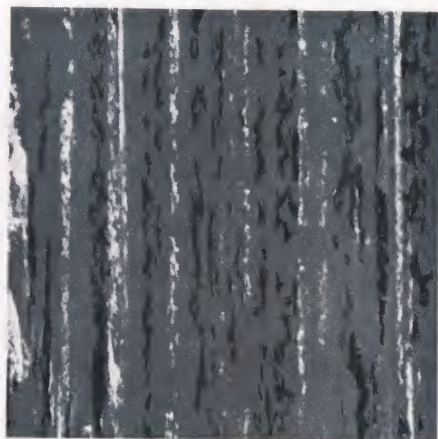


## VINYLBEST TILE



penguin white

**VA312**



eagle grey

**VA313**



shamrock

**VA314**



dublin green

**VA322**



camellia

**VA324**



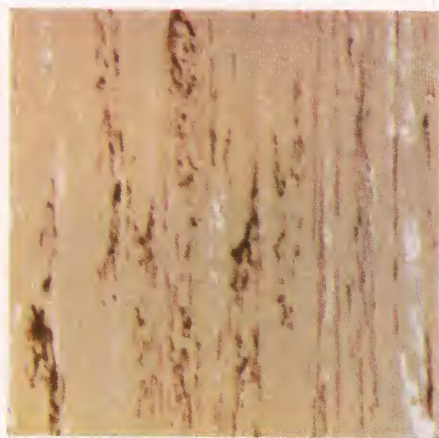
lemon yellow

**VA325**



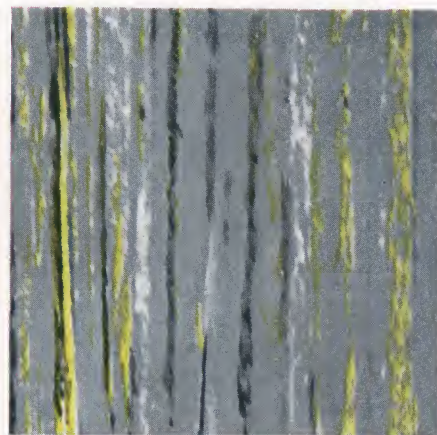
mahogany brown

**VA326**



mocha tan

**VA328**



federal grey

**VA329**

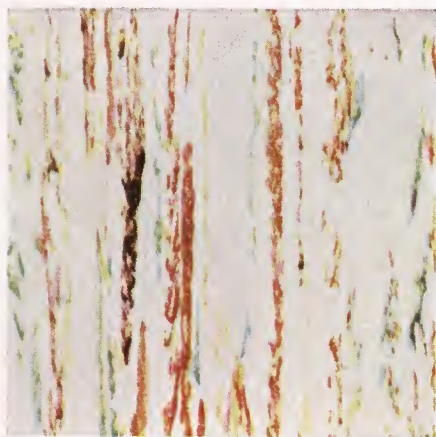
TILE SIZE: 9" x 9"  
GAUGES: 1/8" and 1/16"

TILES



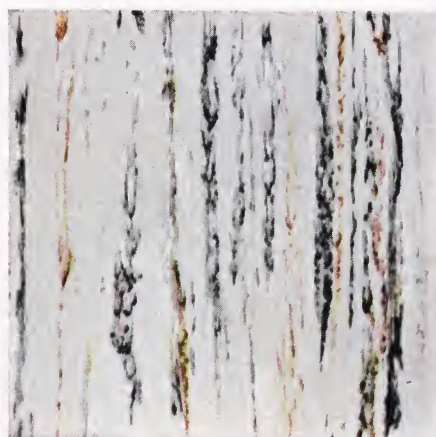


## VINYLBEST TILE



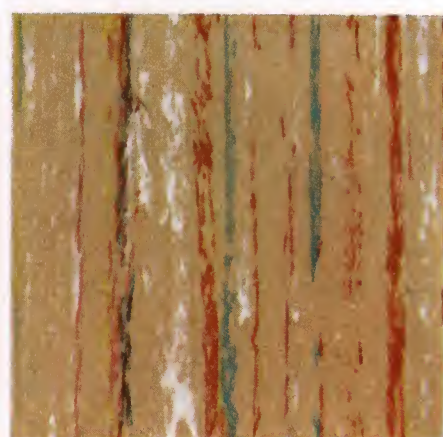
hawaiian mist

**VA331**



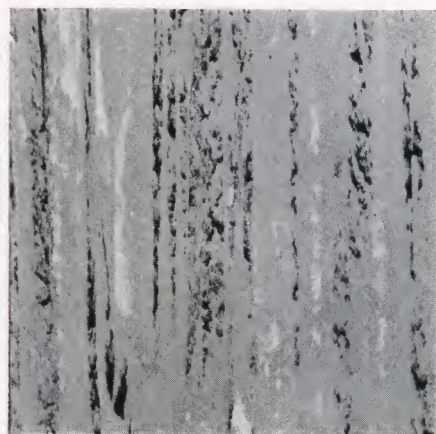
celebration white

**VA332**



beach sand

**VA336**



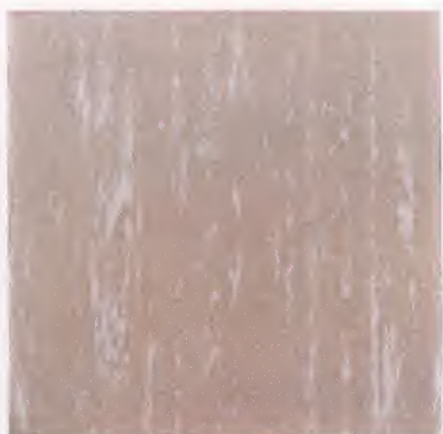
dawn grey

**VA337**



mocha

**VA339**



bisque

**VA340**

TILE SIZE: 9" x 9"  
GAUGES: 1/8" and 1/16"



IT'S NEW! IT'S DIFFERENT!

**BRUSHWOOD\***

IN *Gold Seal* VINYLBEST\* TILE



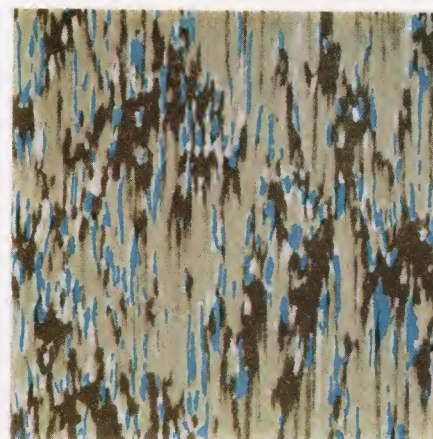
**BRUSHWOOD • dark sand VA500**

An all-new design comes to rugged, all-purpose "Vinylbest" Tile. This natural wood design does wonders for game rooms, family rooms, kitchens—any room in the house.

Handsome! Distinctive! Eight color choices give ample selection for any decorating plan.

Of course, all the wonderful features of "Vinylbest" are here. "Brushwood" is tough and flexible—providing good resistance to indentation from furniture. It's unharmed by alkalies, grease, spills, solvents or cleaners found in the home. Cleaning is easy—damp mopping keeps it sparkling.

*\*Trademark*



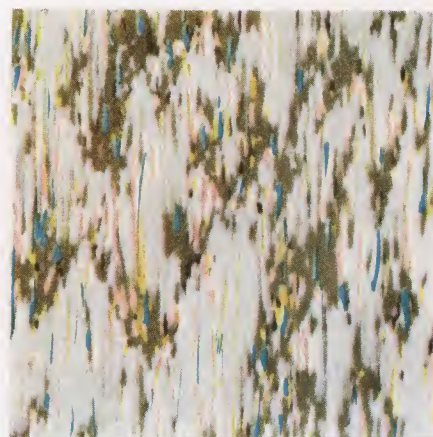
**BRUSHWOOD • light sand & turquoise VA501**



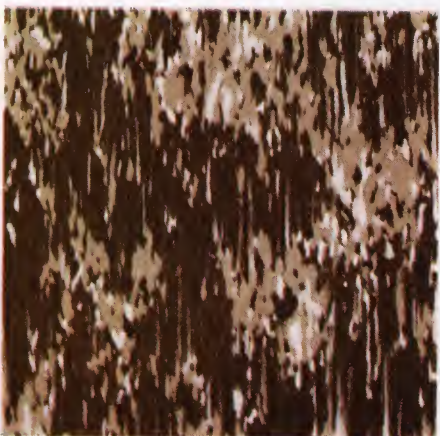
**BRUSHWOOD • green VA502**



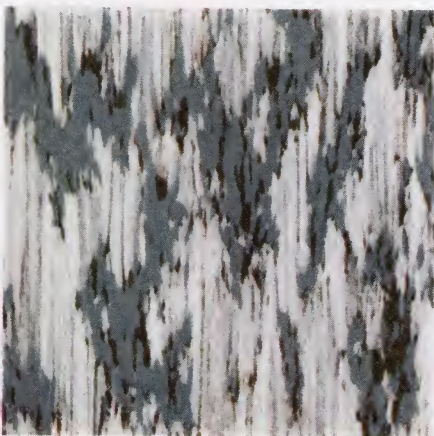
**BRUSHWOOD • woodtone VA503**



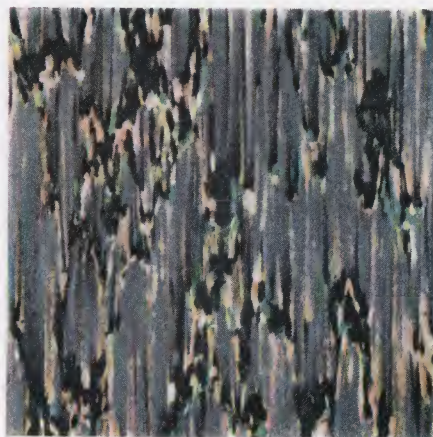
**BRUSHWOOD • white multi VA504**



**BRUSHWOOD • mocha VA505**



**BRUSHWOOD • white & grey VA506**



**BRUSHWOOD • grey multi VA507**

TILE SIZE: 9" x 9"

GAUGE: 1/16" only







## Gold Seal

### RUBBER TILE

#### *... the floor with the luxury look*

The choice of the discriminating! Gold Seal Rubber Tile offers lustrous beauty...luxurious quiet underfoot.

**LONG WEAR, EASY CARE**—This fine quality tile provides remarkable resistance to permanent indentation. Highly resilient, it has excellent “recovery”—even under the heaviest loads. Its smooth, glossy surface resists abrasion, acids, alkalies, and soaps. Household spills just wipe off. Won’t crack, chip or shatter!

**EASY TO INSTALL**—High flexibility and ease of handling make Gold Seal Rubber Tile simple to install. You can do-it-yourself—and pocket an important saving!

**GLORIOUS COLORS**—These tiles come in rich, glowing colors—in the greatest array of hues ever! And Gold Seal Rubber Tile is styled to compliment every interior—residential or commercial...every decor—traditional or very modern.

**RECOMMENDED USES:** *Gold Seal Rubber Tile may be installed over above-grade wood and on-grade concrete or ceramic tile floors—including those with radiant heating.*





## RUBBER TILE

TILE SIZE: 9" x 9"



plain black

$\frac{1}{8}$ " gauge **HR225**  
std. gauge **SR125**



plain white

$\frac{1}{8}$ " gauge **HR226**  
std. gauge **SR126**



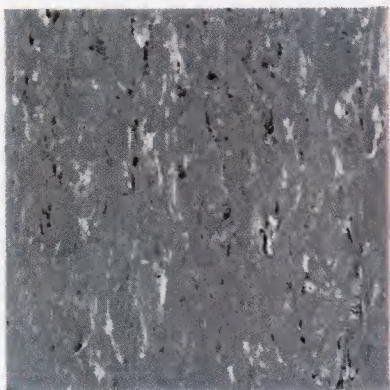
black marble

$\frac{1}{8}$ " gauge **HR240**  
std. gauge **SR140**



yellow marble

$\frac{1}{8}$ " gauge **HR241**  
std. gauge **SR141**



grey marble

$\frac{1}{8}$ " gauge **HR242**  
std. gauge **SR142**



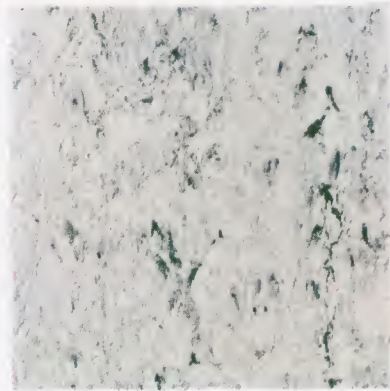
lavender marble

$\frac{1}{8}$ " gauge **HR245**  
std. gauge **SR145**



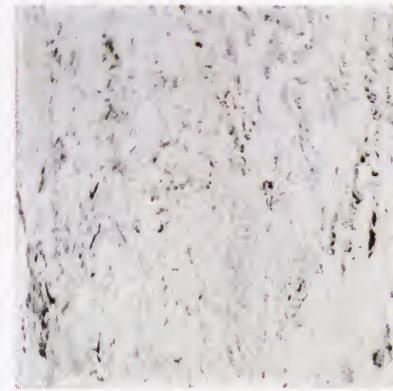
med. green marble

$\frac{1}{8}$ " gauge **HR246**  
std. gauge **SR146**



white w/green

$\frac{1}{8}$ " gauge **HR247**  
std. gauge **SR147**



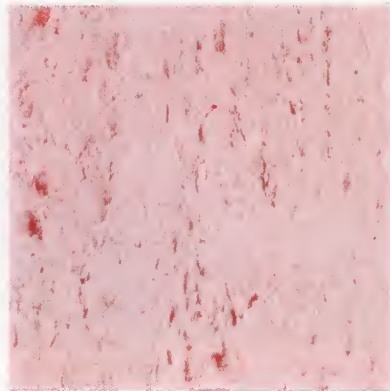
white marble

$\frac{1}{8}$ " gauge **HR250**  
std. gauge **SR150**



red marble

$\frac{1}{8}$ " gauge **HR251**  
std. gauge **SR151**



pink marble

$\frac{1}{8}$ " gauge **HR252**  
std. gauge **SR152**



greige marble

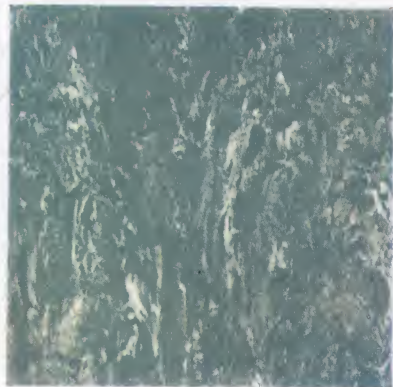
$\frac{1}{8}$ " gauge **HR254**  
std. gauge **SR154**



TILE SIZE: 9" x 9"

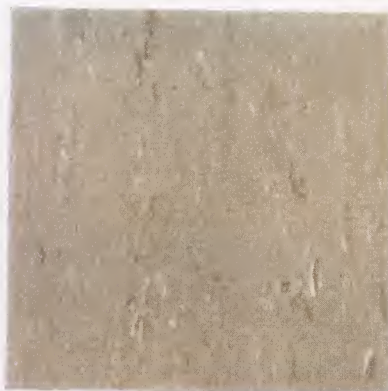


## RUBBER TILE



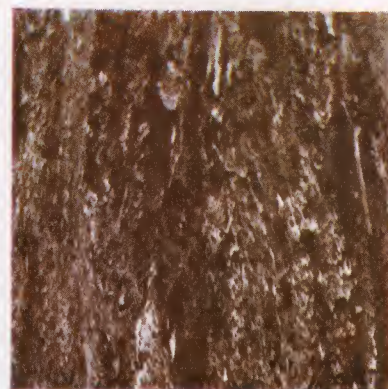
turquoise marble

1/8" gauge **HR255**  
std. gauge **SR155**



beige marble

1/8" gauge **HR257**  
std. gauge **SR157**



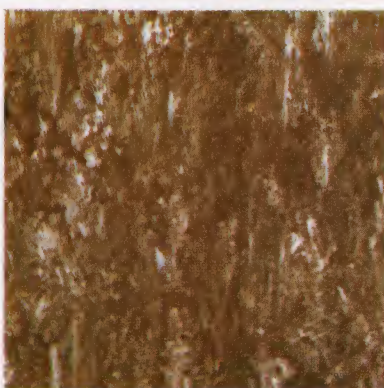
brown marble

1/8" gauge **HR258**  
std. gauge **SR158**



white w/mocha

1/8" gauge **HR259**  
std. gauge **SR159**



amber

1/8" gauge **HR260**  
std. gauge **SR160**



sage green

1/8" gauge **HR261**  
std. gauge **SR161**



grey

1/8" gauge **HR262**  
std. gauge **SR162**

TILES





**"YOU WALK ON AIR"  
WHEN YOU WALK ON  
GOLD SEAL CORK TILE!**

It's true! Gold Seal Cork—completely cellular in structure—is approximately 50% air by volume. That's why it's so light, so resilient—so quiet and comfortable underfoot!



**CORK TILE**

light shades





## Gold Seal

### CORK TILE

*...for rich, distinctive  
floors and walls*

Gold Seal Cork Tile is as practical as it is beautiful! Carefully controlled traffic tests have proved that it is unsurpassed in soil resistance by any other cork tile. In addition, a special finish assures easier, faster cleaning. Available in three natural woodtone shades: light, medium and dark—with random variations of tone within each shade grouping.

**FOR FLOORS AND WALLS**—Gold Seal Cork Tile assures a long-wearing, sound absorbent floor and wall covering. It's ideal for living rooms, bedrooms, and dens, as well as commercial installations in offices, churches and libraries.

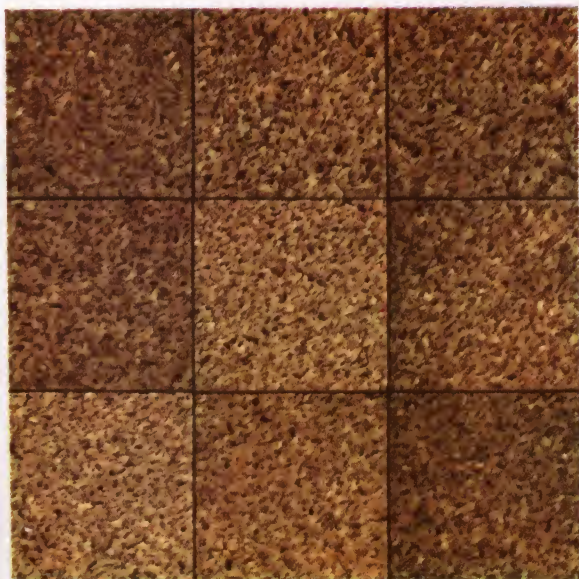
**QUIET AND COMFORTABLE UNDERFOOT**—Exceptionally resilient, Gold Seal Cork Tile muffles floor noise... lessens foot fatigue.

**A GOOD INSULATOR**—Natural insulating properties make this product warm in winter, cool in summer.

**RECOMMENDED USES:**—*Gold Seal Cork Tile may be installed on walls; and over on-grade and above-grade floors—including those with radiant heat.*

**TILE SIZES:** beveled edges — 9" x 9", 12" x 12", 6" x 12", 6" x 6"  
square edges — 9" x 9", 12" x 12", 6" x 12"

**GAUGES:** 1/8" and 3/16"



CORK TILE

medium shades



CORK TILE

dark shades







## Gold Seal

### "DESIGN X" TILE

#### *... genuine inlaid linoleum*

Here is all the wonderful wear and easy maintenance of Gold Seal inlaid linoleum plus the custom-design potential of tile.

**SO EASY TO INSTALL**—Highly flexible, this tile is easy to handle... can be cut with scissors... requires no heating. The exclusive Gold Seal "SuperFlex" backing gives added flexibility and strength... eliminates need for an extra lining felt.

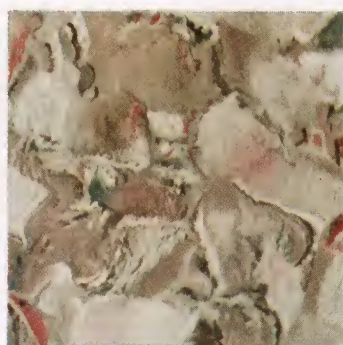
**LONG WEAR, EASY CARE**—Colors *stay* bright and beautiful for they are inlaid *clear through* to the backing. Dirt, grease and household spills just wipe off the satin-smooth surface.

**RESISTS INDENTATION**—The high resiliency of this tile provides excellent resistance to indentation from furniture... makes it quiet and comfortable underfoot.

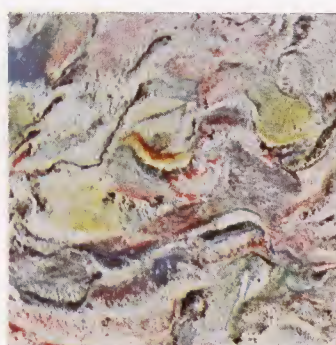
**RECOMMENDED USES:** *Gold Seal Linoleum Tile may be installed over any above-grade floor of wood, concrete or ceramic tile—including those with radiant heating.*



tan std. gauge **X1**



beige std. gauge **X2**



white std. gauge **X3**



grey std. gauge **X4**



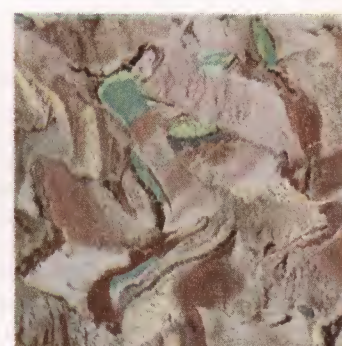
turquoise std. gauge **X5**



charcoal std. gauge **X6**



green std. gauge **X7**



mocha std. gauge **X8**

TILE SIZE: 9" x 9"





*Gold Seal*

## **FASHION FLOOR TILE**

*... genuine inlaid linoleum at lowest cost*

This new tile, made in two gauges, standard and light, gives you all the beauty and value of inlaid linoleum.

**SO EASY TO DECORATE WITH**—The distinctive, directional decoration lends itself to highly styled custom floor designs. A big selection of colors accommodates *any* decor!

**SO EASY TO CARE FOR**—The satin-smooth surface seals out dirt and grime... damp mops sparkling clean in a jiffy. Household spills wipe up without a trace. And this tile provides lasting beauty—for its inlaid colors *stay* bright and beautiful through long wear.

**SO EASY TO INSTALL**—Highly flexible, "Fashion Floor" tile is very easy to handle. It can be cut with scissors... requires no heating during installation.

**SO RESISTANT TO INDENTATION**—High resiliency provides excellent resistance to indentation from furniture... makes "Fashion Floor" quiet and comfortable underfoot.

**RECOMMENDED USES:** *Gold Seal "Fashion Floor" Tile may be installed over any above-grade floor of wood, concrete or ceramic tile—including those with radiant heating.*





## LINOLEUM TILE



dove grey

std. gauge **C4**  
lt. gauge **CL4**



shell beige

std. gauge **C6**  
lt. gauge **CL6**



spice brown

std. gauge **C8**  
lt. gauge **CL8**



leaf green

std. gauge **C9**  
lt. gauge **CL9**



harvest beige

std. gauge **C10**  
lt. gauge **CL10**



sand dune

std. gauge **C15**



rose taupe

std. gauge **C17**  
lt. gauge **CL17**



taupe aqua

std. gauge **C20**



mocha

std. gauge **C23**



charcoal

std. gauge **C25**

TILE SIZE: 9" x 9"







## Gold Seal

### ASPHALT TILE

*...for low-cost, handsome floors*

Colorful Gold Seal Asphalt Tile combines low first-cost with durability.

**PERFECT FOR BASEMENTS**—Gold Seal Asphalt Tile is specially designed to withstand the alkaline moisture common to basements and other areas where concrete floors are in contact with the ground. And it's easy to care for! The smooth, uniform surface resists dirt and spills... wipes clean with a damp mop!

**BIG COLOR CHOICE**—Choose from many decorator-styled color patterns that include the handsome new cork design. This rich looking tile has the appearance of real cork—with all the easy care of smooth asphalt.

**MADE TO HIGH STANDARDS**—Gold Seal Asphalt Tile is a quality product, finely made. Tiles are cut true and square for tight jointing. Factory-waxing assures long wearing gloss.

**RECOMMENDED USES:** *Gold Seal Asphalt Tile may be installed on below-grade, on-grade, and above-grade concrete or ceramic tile floors; and on above-grade wood floors. Installation may be made over radiant heating.*





## ASPHALT TILE



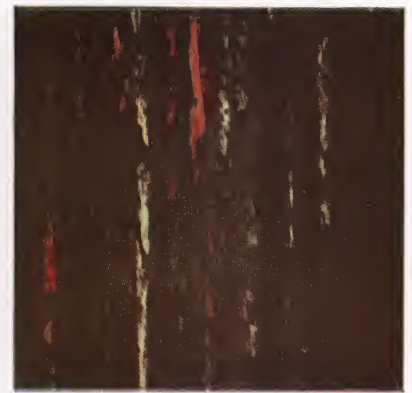
mahogany

**MA2**



black

**MA5**



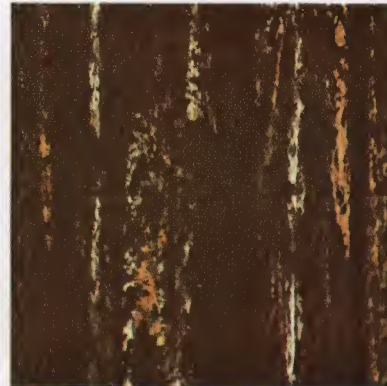
cordoba

**MB32**



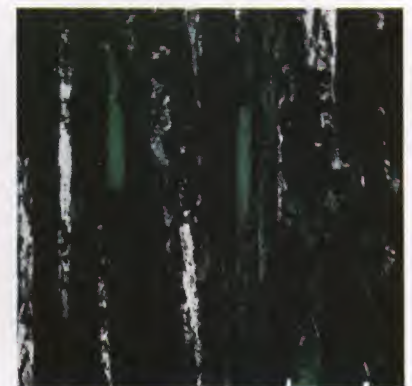
carbon black

**MB35**



honduras brown

**MB36**



verde antique

**MB39**



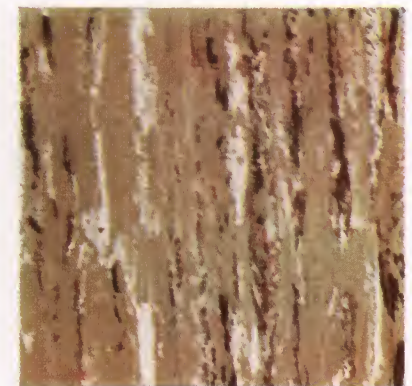
sierra green

**MC131**



sequoia green

**MC132**



tangier tan

**MC136**

**TILE SIZE:** 9" x 9"

**GAUGES:** 1/8" and 3/16"



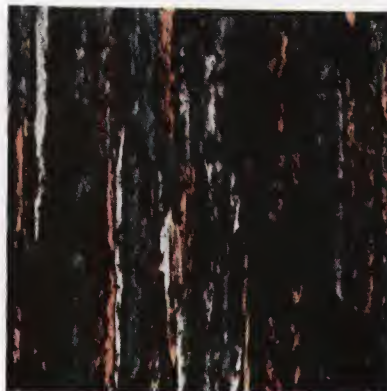


## ASPHALT TILE



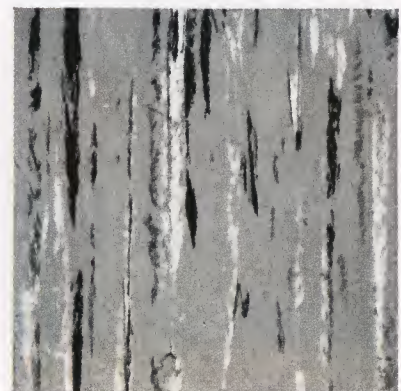
taupe

**MC139**



charcoal & pink

**MC140**



sparta grey

**MC141**



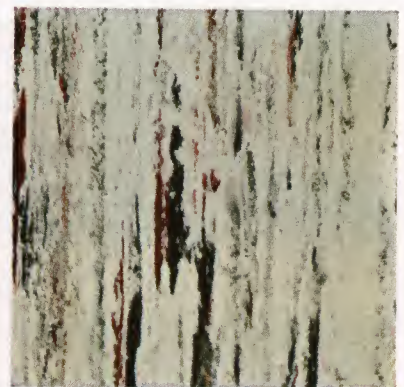
carthage grey

**MC142**



tuscan red

**MC143**



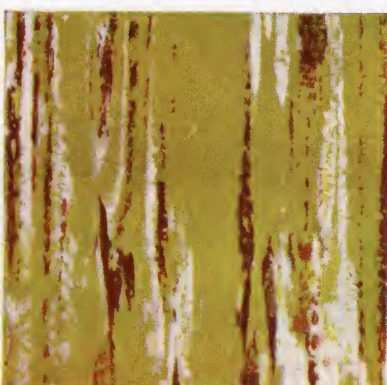
athens white

**MD212**



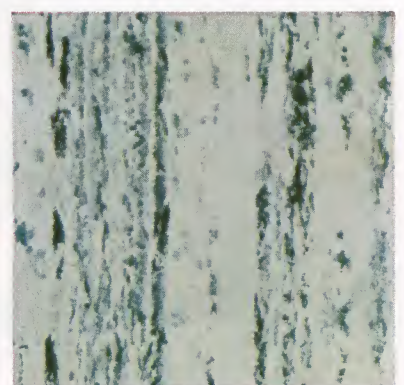
pompeii red

**MD214**



cathay gold

**MD215**



erin white

**MD216**

**TILE SIZE:** 9" x 9"

**GAUGES:**  $\frac{1}{8}$ " and  $\frac{3}{16}$ "





## ASPHALT TILE



sienna

**MD220**



capri blue

**MD233**



corinth white

**MD290**

**TILE SIZE:** 9" x 9"

**GAUGES:**  $\frac{1}{8}$ " and  $\frac{3}{16}$ "



**FEATURE STRIP • white**

**MD243**



**FEATURE STRIP • yellow**

**MD203**



**FEATURE STRIP • red**

**MC118**



**FEATURE STRIP • green**

**MC111**



**FEATURE STRIP • black**

**MA5**





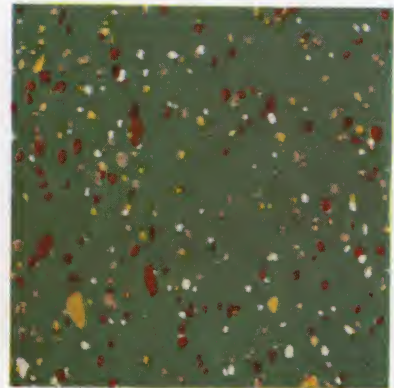
## ASPHALT TILE



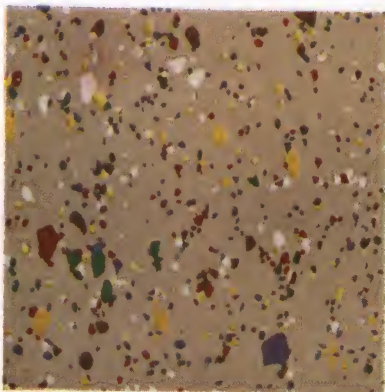
**SEQUIN • black multi B405**



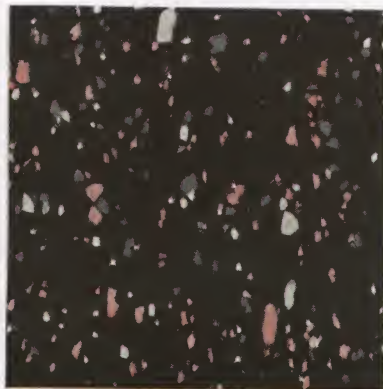
**SEQUIN • brown multi B432**



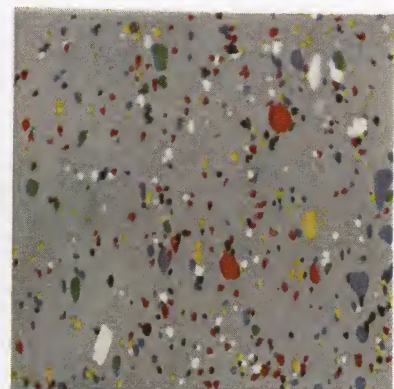
**SEQUIN • green multi C431**



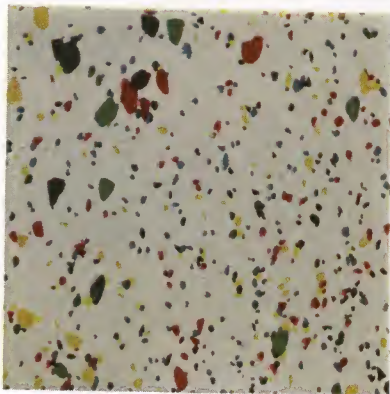
**SEQUIN • beige multi C439**



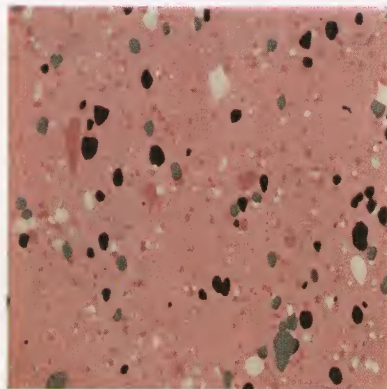
**SEQUIN • charcoal & pink C440**



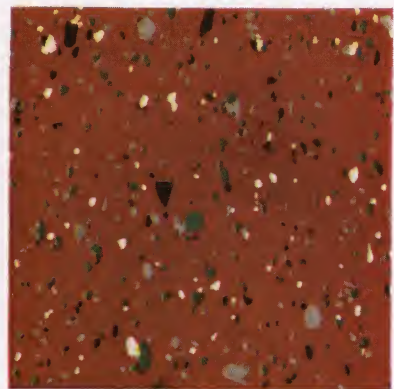
**SEQUIN • light grey multi C441**



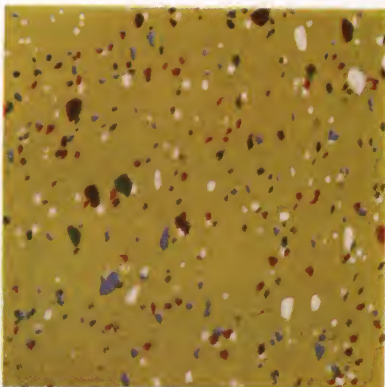
**SEQUIN • white multi D412**



**SEQUIN • pink D413**



**SEQUIN • red multi D414**



**SEQUIN • yellow multi D415**

**TILE SIZE:** 9" x 9"

**GAUGE:** 1/8" only





*Gold Seal*

**CONGOWALL®**

*... the low-cost wall covering with the expensive look*

No costly refinishing when walls are covered with "Congowall"! It's the original, low-cost, wall covering that looks, feels, and cleans like costly hand-fired tile. The gleaming surface resists dirt, moisture, grease, and scratches... a damp cloth keeps it fresh and sparkling. "Congowall" is recommended for kitchens, nurseries, dining areas, restaurants, shops, and other residential and commercial areas.

**EASY TO INSTALL**—This sturdy, flexible wall covering goes up a wall at a time! Over six million people have installed "Congowall" themselves

—and saved up to one-third of the total cost!

**FADE-PROOF COLORS AND DESIGNS**—Gold Seal "Congowall" wears for years. Its sparkling colors won't fade or wash off. Available in realistic tile effects, and charming "Brick" design.

**EXCLUSIVE G-10 PLASTIC**—"Congowall" is made with exclusive G-10 Plastic, for a brighter, smoother finish. Other exclusives include: a patented felt backing that assures trouble-free installation... realistic looking "mortar lines," 3 dimensional construction.





## CONGOWALL



mar-glo yellow

54 inches wide

**W65**



mar-glo grey

54 inches wide

**W66**



mar-glo sky

54 inches wide

**W67**



mar-glo sea

54 inches wide

**W68**





## CONGOWALL



mar-glo pink

54 inches wide

**W69**



chimney white

54 inches wide

**W123**



chimney red

54 inches wide

**W124**





## CONGOWALL



yellow

54 inches wide

**W130**



green

54 inches wide

**W131**



sun tan

54 inches wide

**W132**



white

54 inches wide

**W133**



*Gold Seal*

**STANDARD WALL COVERING**

*...handsome walls at lowest cost*

Gold Seal Standard printed wall covering is ideal for kitchens and dining areas. So easy to clean and keep clean! Dirt, grease and spills just wipe off with a damp cloth!

**INSTALLATION IS SIMPLE**—you can do it yourself! Sturdy and flexible, this wall covering is easy to cut, fit and trim. And it goes up a wall at a time! Built-in cap and feature strips give a professional “finished” appearance.



yellow

54 inches wide

**S1**



grey

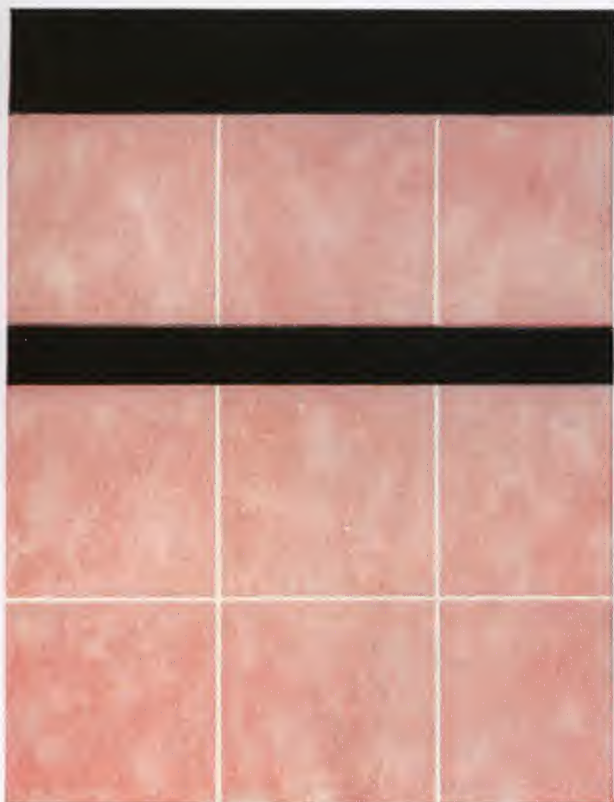
54 inches wide

**S2**





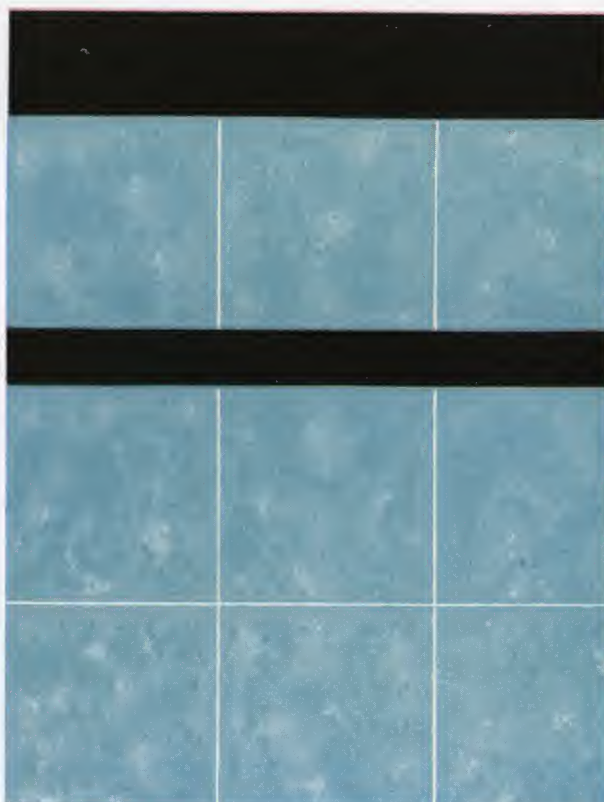
## STANDARD WALL COVERING



pink

54 inches wide

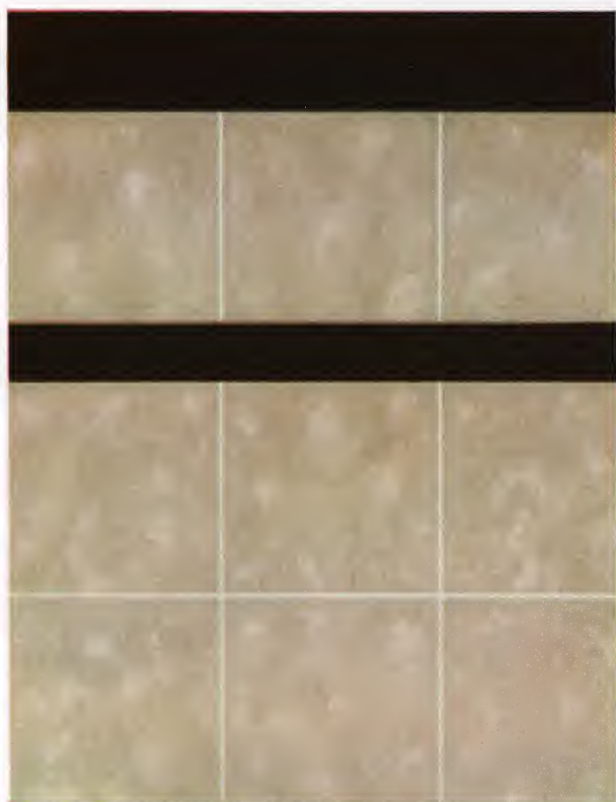
**S3**



blue

54 inches wide

**S4**



beige

54 inches wide

**S5**



green

54 inches wide

**S6**









Gold Seal

## CONGOLEUM® RUGS

*...a sparkling, colorful floor in minutes*

The choice of budget-minded homemakers everywhere! Gold Seal "Congoleum" Rugs add new life and sparkle to rooms...install in just a few minutes time...give outstanding wear!

**G-10 PLASTIC**—Made with exclusive G-10 Plastic—for a brighter, smoother finish. The surface is highly sanitary...cleans easily...resists dirt, grease and moisture.

**LOW, LOW COST**—This famous floor covering costs only a few dollars for a room-size rug.

No installation expenses—the rug is simply unrolled and laid over the floor.

**BIG SELECTION**—Designs and colors galore! These rugs are styled by experts in the latest designs and colors. Colors are bright and clear—highly fade-resistant.

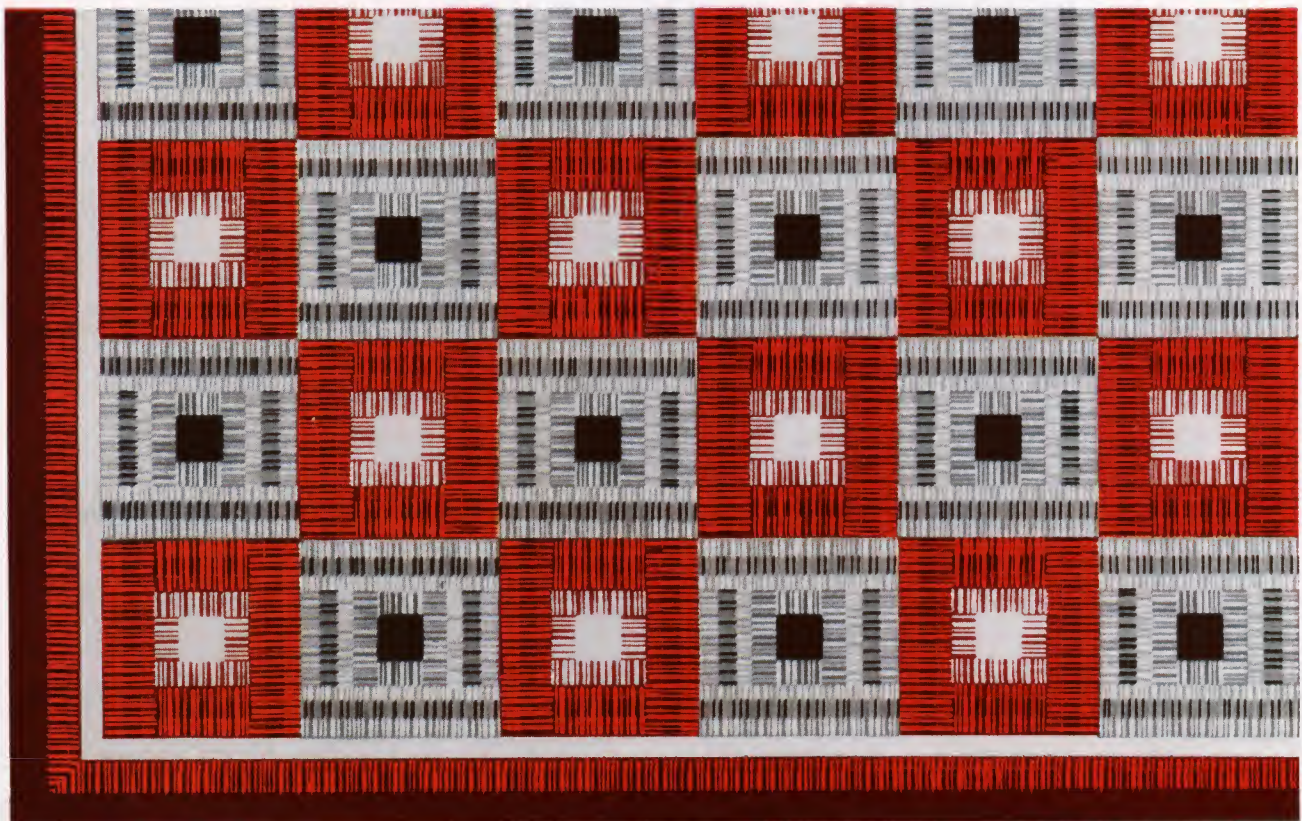
**ONLY ONE "CONGOLEUM"**—There are many imitations of Gold Seal "Congoleum." Look for the exclusive Gold Seal "Congoleum" trademark when you buy. It is your assurance of getting the finest!

**FULLY GUARANTEED**—Gold Seal "Congoleum" is the only printed floor covering that offers the warranty: "Satisfaction Guaranteed or Your Money Back."





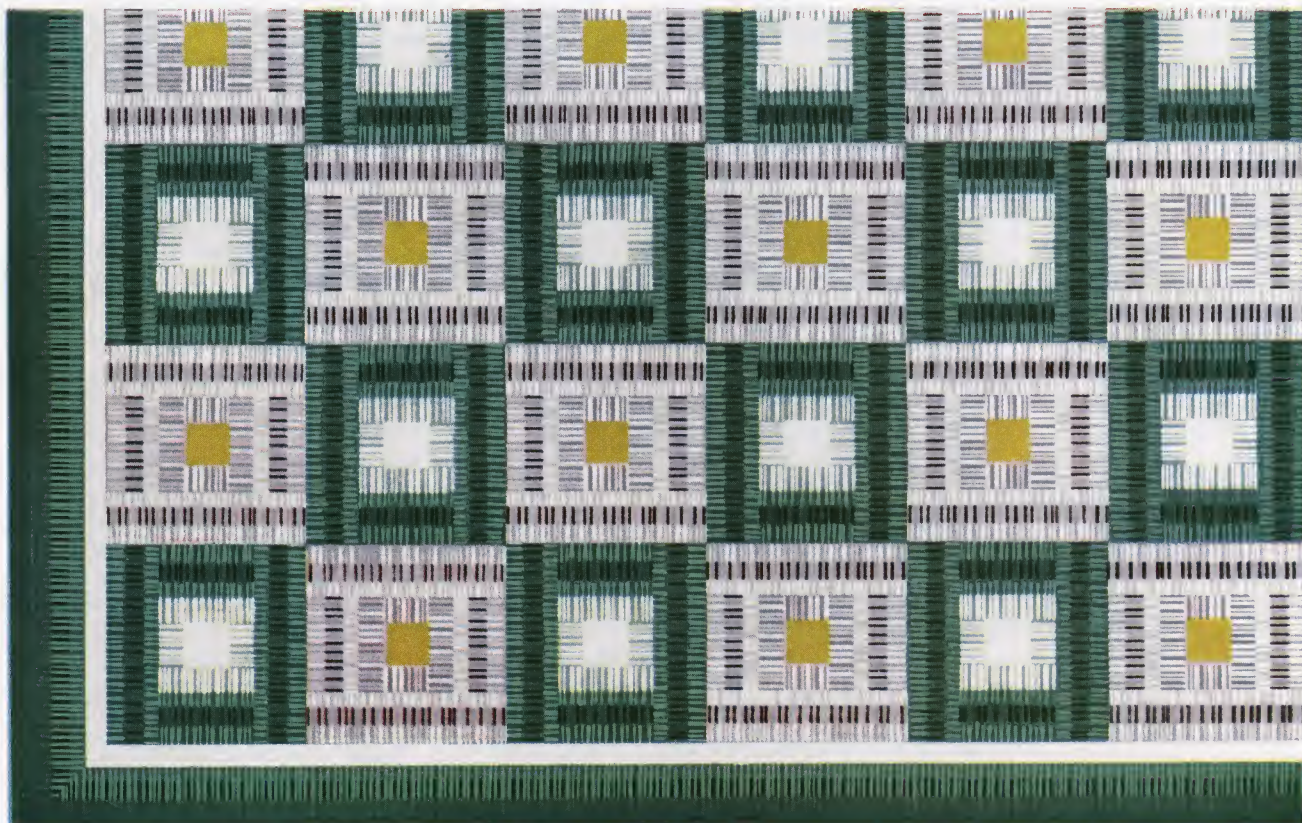
## CONGOLEUM RUGS



**KEYBOARD • red**

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**393**



**KEYBOARD • green**

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**394**





## CONGOLEUM RUGS



**SHIRAZ** • red

9' x 15', 9' x 12', 9' x 10½'  
7½' x 9', 6' x 9'

**400**



**SPRING GARDEN** • grey

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**415**





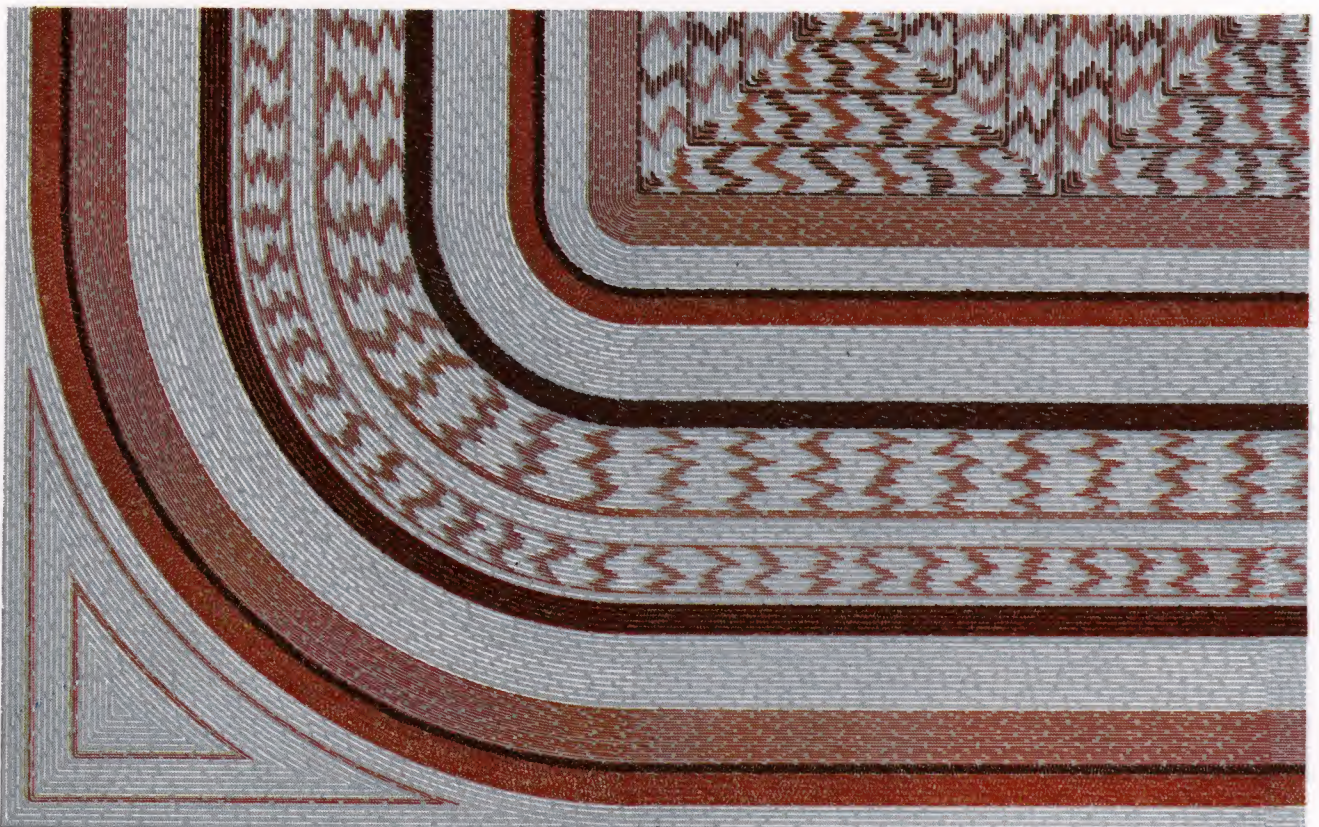
## CONGOLEUM RUGS



**SPRING GARDEN** • blue

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**422**



**SISAL-TEX** • red

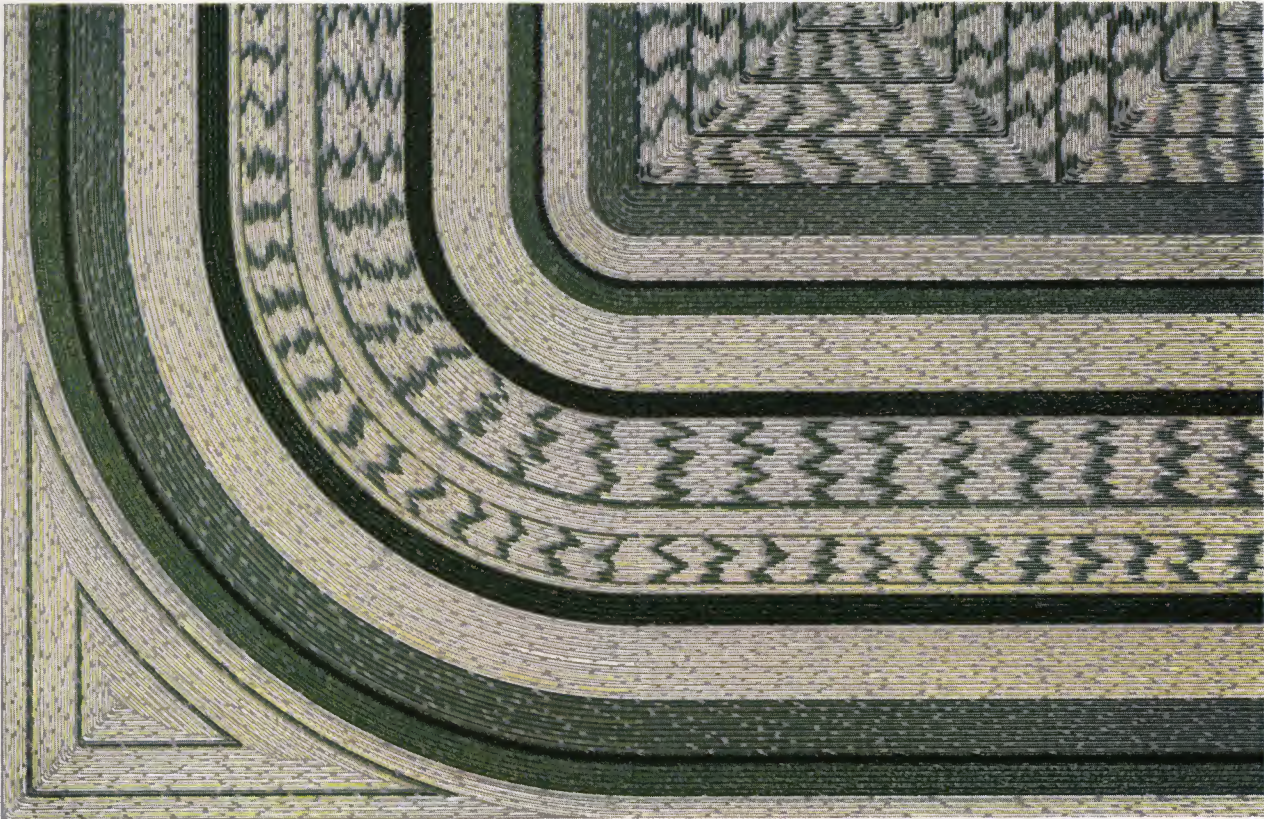
12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**423**





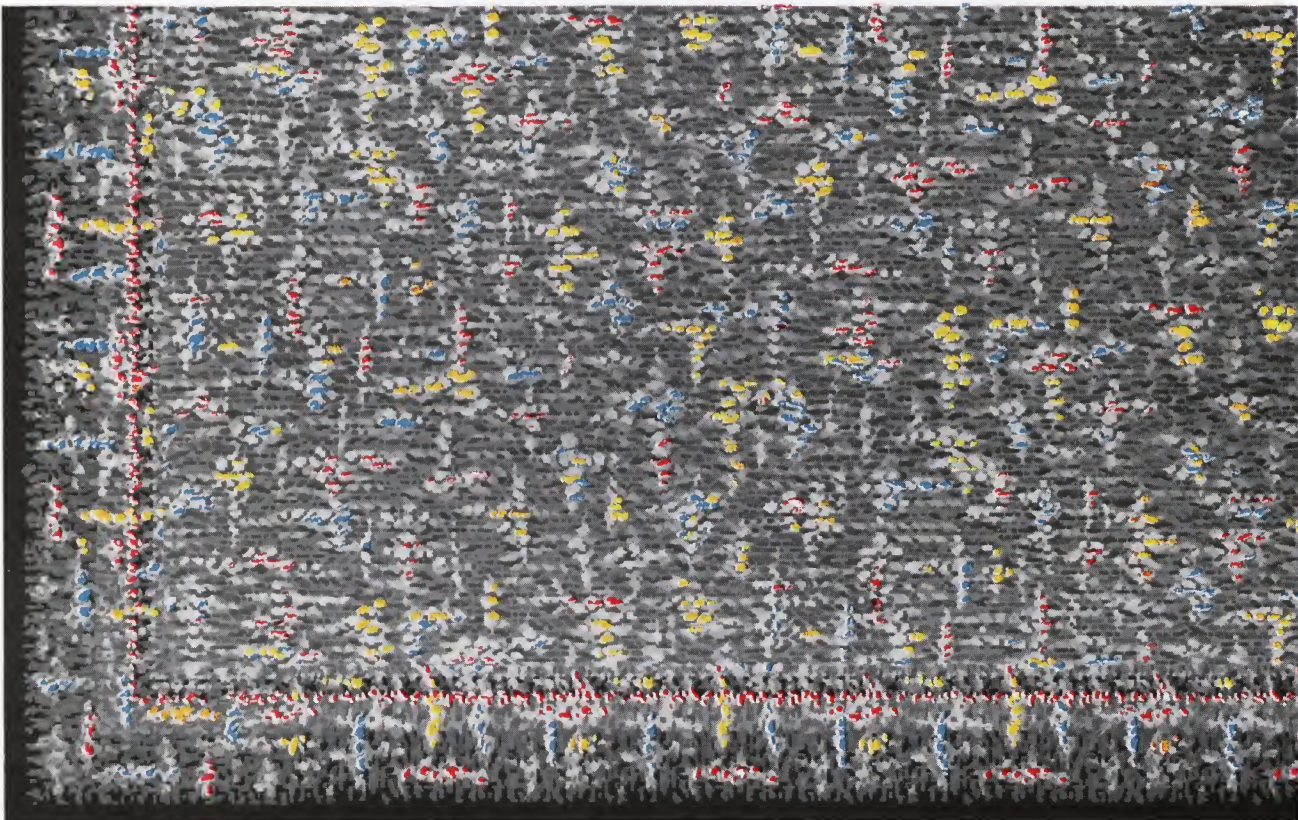
## CONGOLEUM RUGS



**SISAL-TEX** • green

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**424**



**TWEEDTON** • grey

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**426**





## CONGOLEUM RUGS



**TWEEDTON** • beige

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**427**



**CASCADE** • grey

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**463**





CONGOLEUM RUG



**CROSSROADS**

This rug copyright 1955  
Congoleum-Nairn Inc.

9' x 12', 9' x 10½'  
7½' x 9', 6' x 9'

**437**

MORE THAN A RUG — A REAL GAME! COMES WITH A SET OF TOYS!  
WONDERFUL FOR CHRISTMAS — OR ANY TIME! CHILDREN LOVE IT!

CONGOLEUM





## CONGOLEUM RUGS



**CASCADÉ** • green

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**464**



**STARTILE** • charcoal

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**487**





## CONGOLEUM RUGS



**STARTILE** • light grey

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**488**



**STARTILE** • white

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**490**





## CONGOLEUM RUGS



**STARTILE** • green

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**491**



**FERNROSE** • grey

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**493**





## CONGOLEUM RUGS



**FERNROSE** • beige

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**494**



**FERNROSE** • blue

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**495**





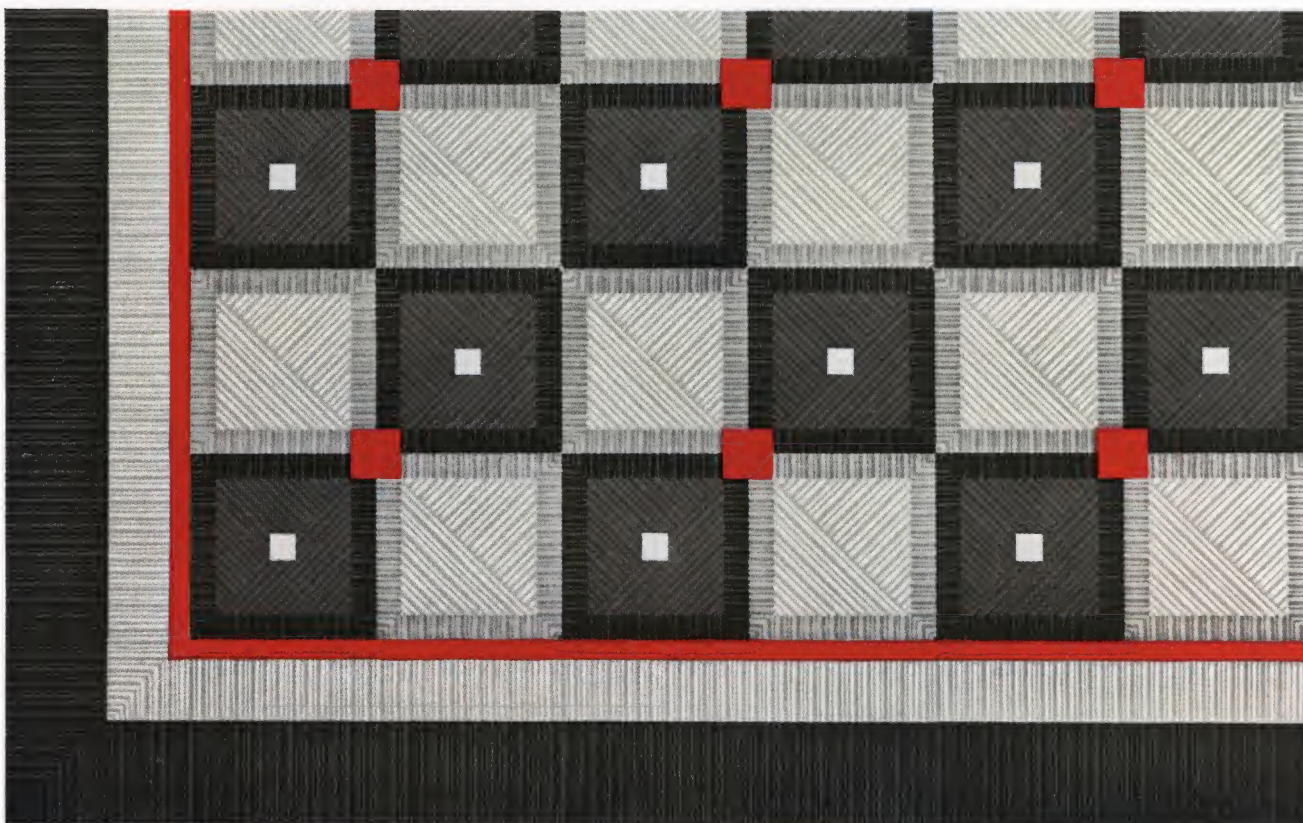
## CONGOLEUM RUGS



**FERNROSE** • red

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**496**



**VARIETY** • black & white

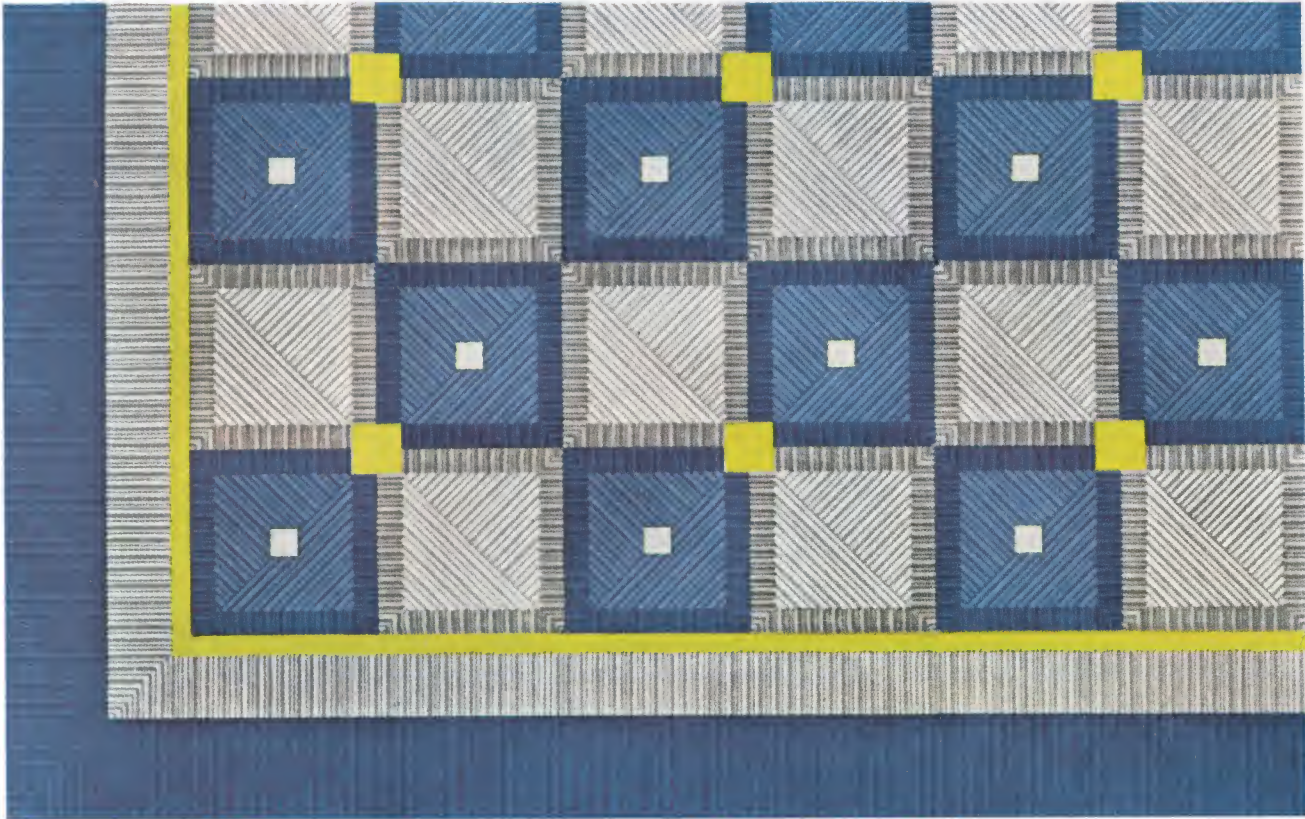
12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**500**





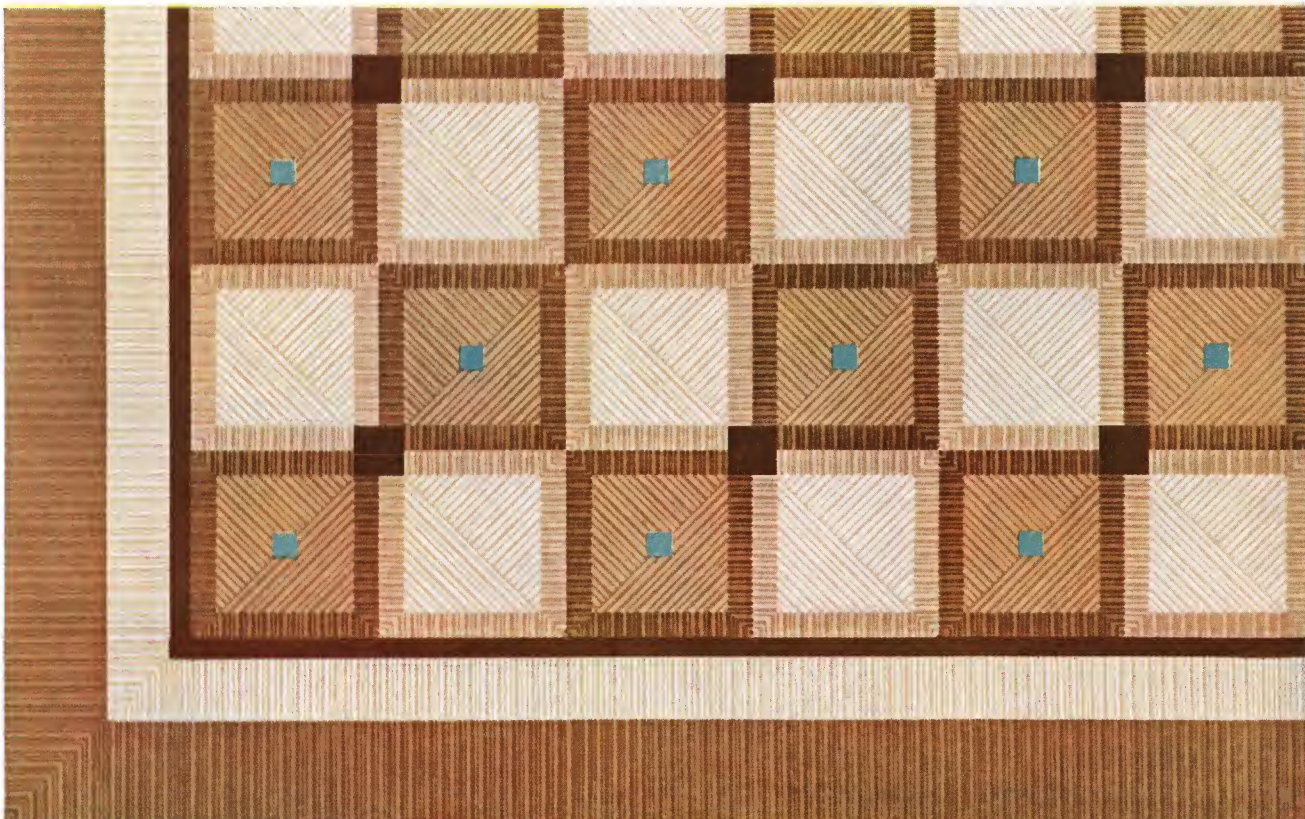
## CONGOLEUM RUGS



**VARIETY •** blue & white

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**501**



**VARIETY •** woodtone

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**502**





## CONGOLEUM RUGS



**SCULPTURE** • grey & red

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**506**



**SCULPTURE** • taupe & green

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**507**





## CONGOLEUM RUGS



**SOFT-LEA** • grey

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**510**



**SOFT-LEA** • beige

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**511**





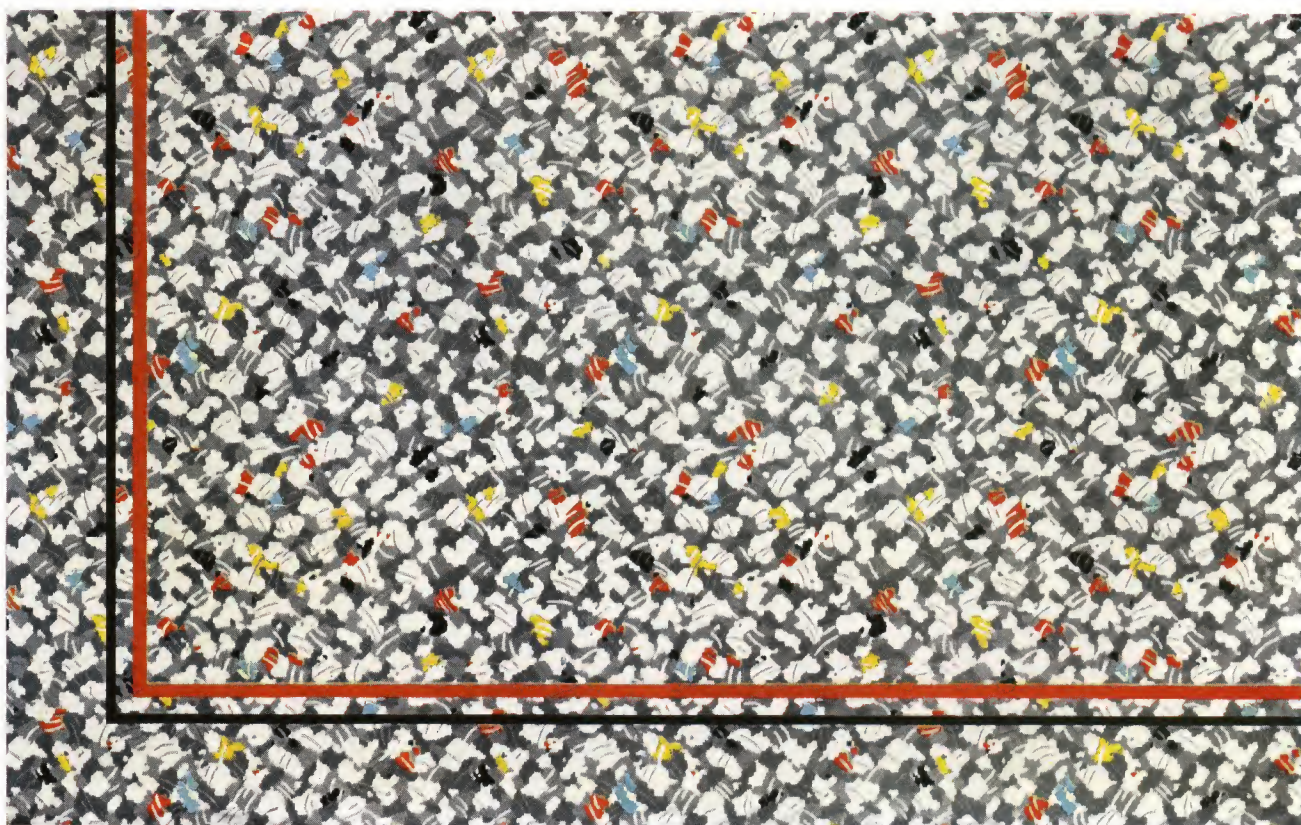
## CONGOLEUM RUGS



**SOFT-LEA** • rose

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**512**



**CHIPS** • white

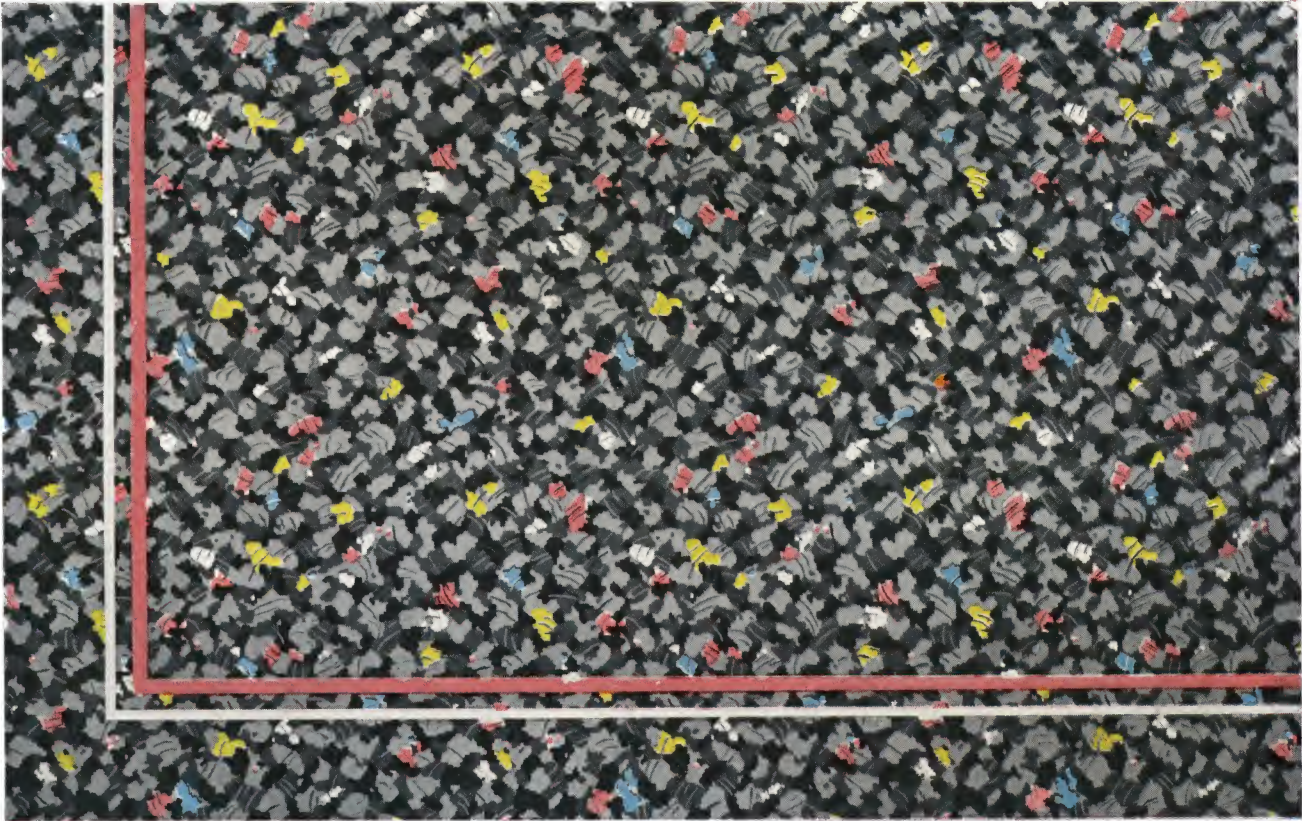
12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**514**





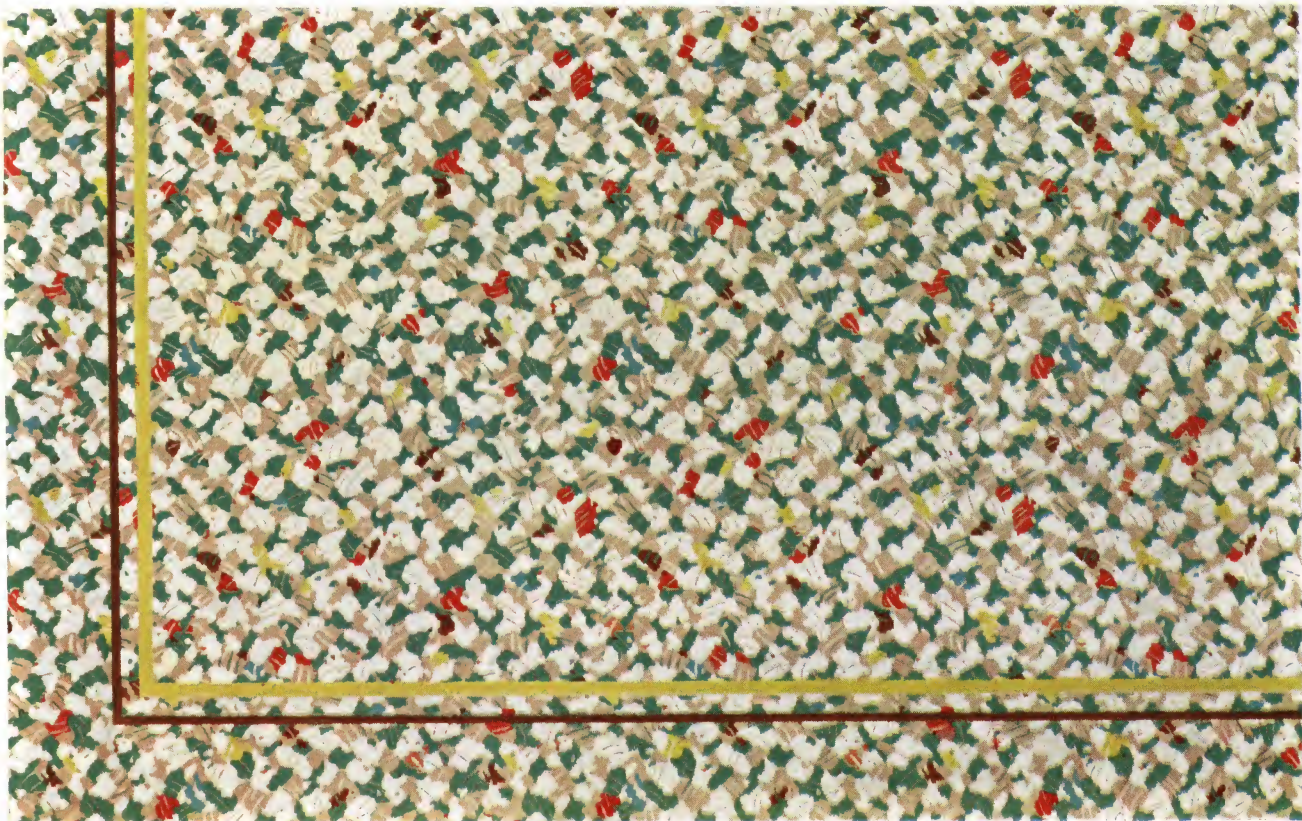
## CONGOLEUM RUGS



**CHIPS** • charcoal

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**515**



**CHIPS** • beige

12' x 15', 12' x 12', 9' x 15', 9' x 12'  
9' x 10½', 7½' x 9', 6' x 9'

**516**









Gold Seal

**CONGOLEUM®**

*...wall-to-wall beauty at low, low cost*

Gold Seal "Congoleum" by-the-yard provides a sweeping expanse of glowing beauty at remarkably low cost. Convenient 6', 9' and 12' widths give any size room a smooth, wall-to-wall floor covering without unsightly breaks.

**EASY TO INSTALL**—This flexible floor covering lies flat without fastening. No tacking or cementing—you save on installation costs.

**G-10 PLASTIC FINISH**—Made with exclusive G-10 Plastic—for a brighter, smoother finish. The surface is highly sanitary... cleans easily... resists dirt, grease and moisture.

**LONG, LONG WEAR**—There's more wear, more years of value in every yard of Gold Seal "Congoleum." Indeed, tests show that "Congoleum" gives up to  $\frac{1}{3}$  longer wear than other printed floor coverings!

**BIG SELECTION**—Gold Seal "Congoleum" by-the-yard comes in a complete range of decorator colors and designs—from traditional florals and geometrics to the latest modern.

**ONLY ONE CONGOLEUM**—There are many imitations of Gold Seal "Congoleum." For your own protection, look for the exclusive "Congoleum" trademark when you buy. And remember, Gold Seal "Congoleum" is *fully guaranteed*. It's the only printed floor covering that offers the warranty: "Satisfaction Guaranteed or Your Money Back."





## CONGOLEUM BY-THE-YARD



**BRITTANY** • charcoal

6 feet wide only

800



**BRITTANY** • grey

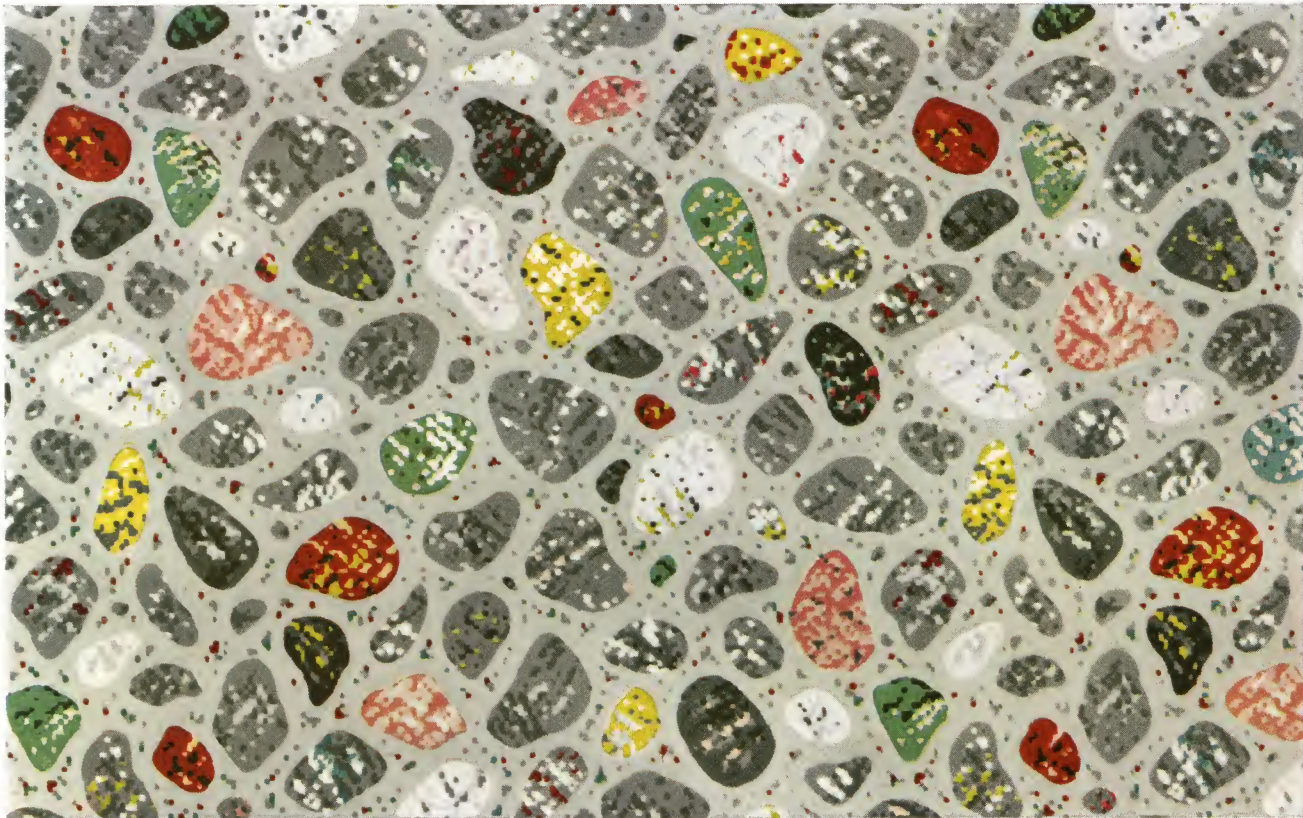
6 feet wide only

801





## CONGOLEUM BY-THE-YARD



**ITALIAN PEBBLE • grey**

6, 9 & 12 feet wide

**804**



**ITALIAN PEBBLE • beige**

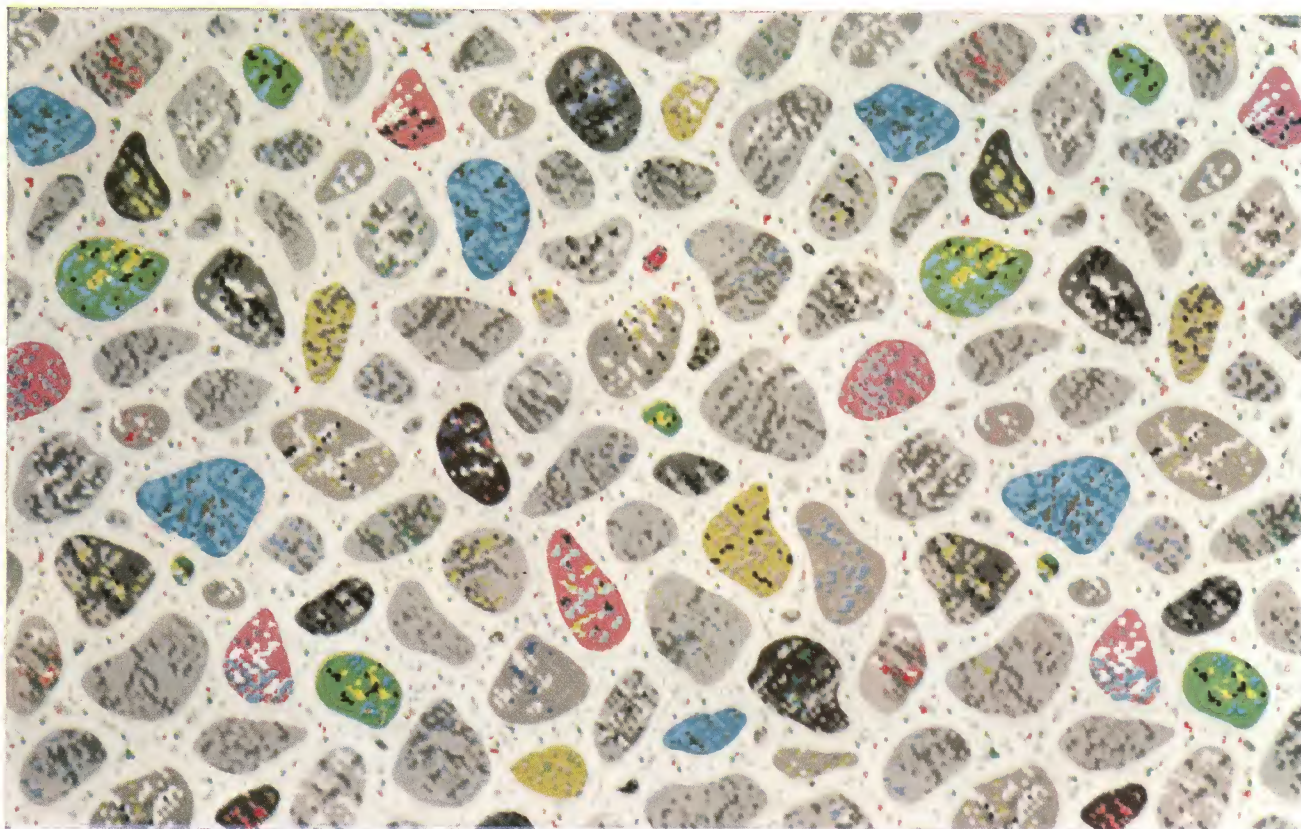
6, 9 & 12 feet wide

**805**





## CONGOLEUM BY-THE-YARD



**ITALIAN PEBBLE** • white

6, 9 & 12 feet wide

**806**



**NOSEGAY** • blue

9 and 12 feet wide only

**820**





## CONGOLEUM BY-THE-YARD



**NOSEGAY • beige**

9 and 12 feet wide only

**821**



**NOSEGAY • grey**

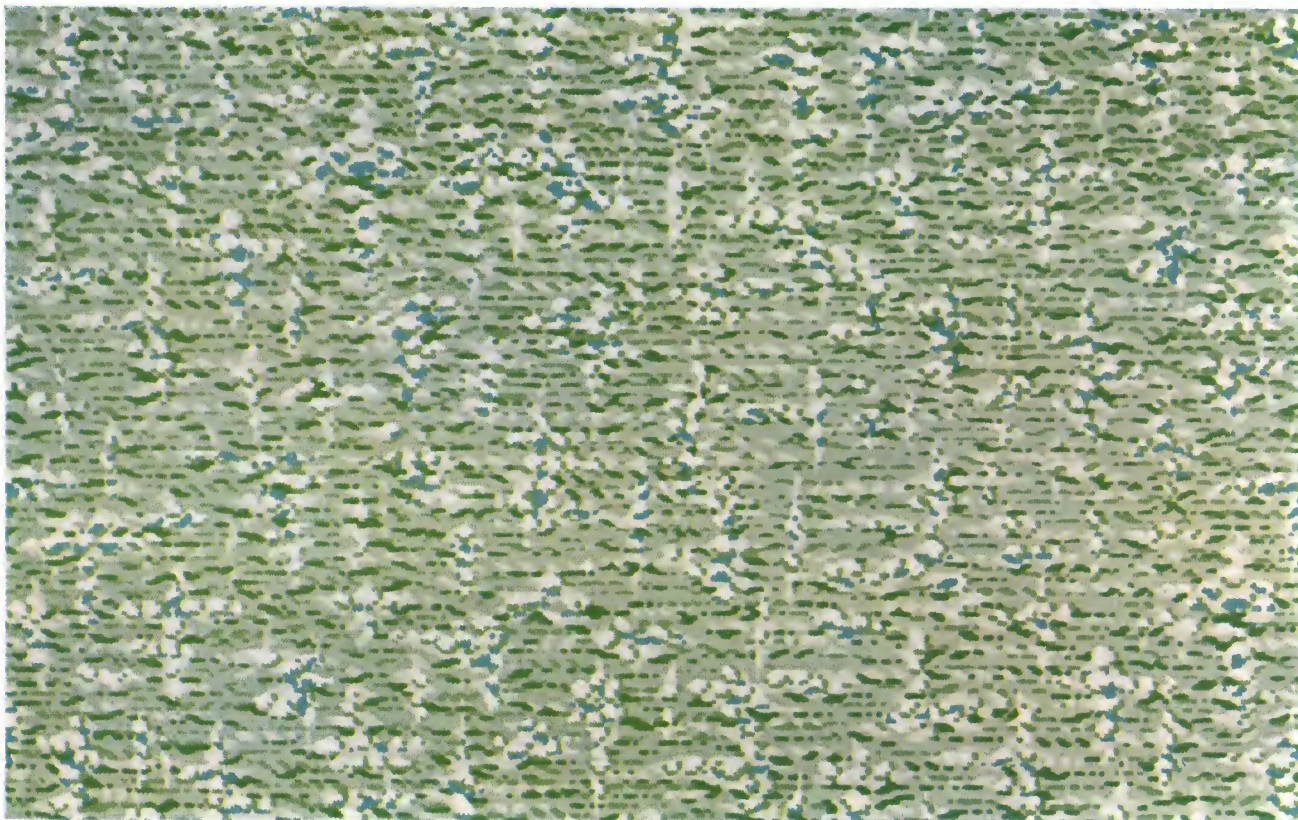
9 and 12 feet wide only

**822**





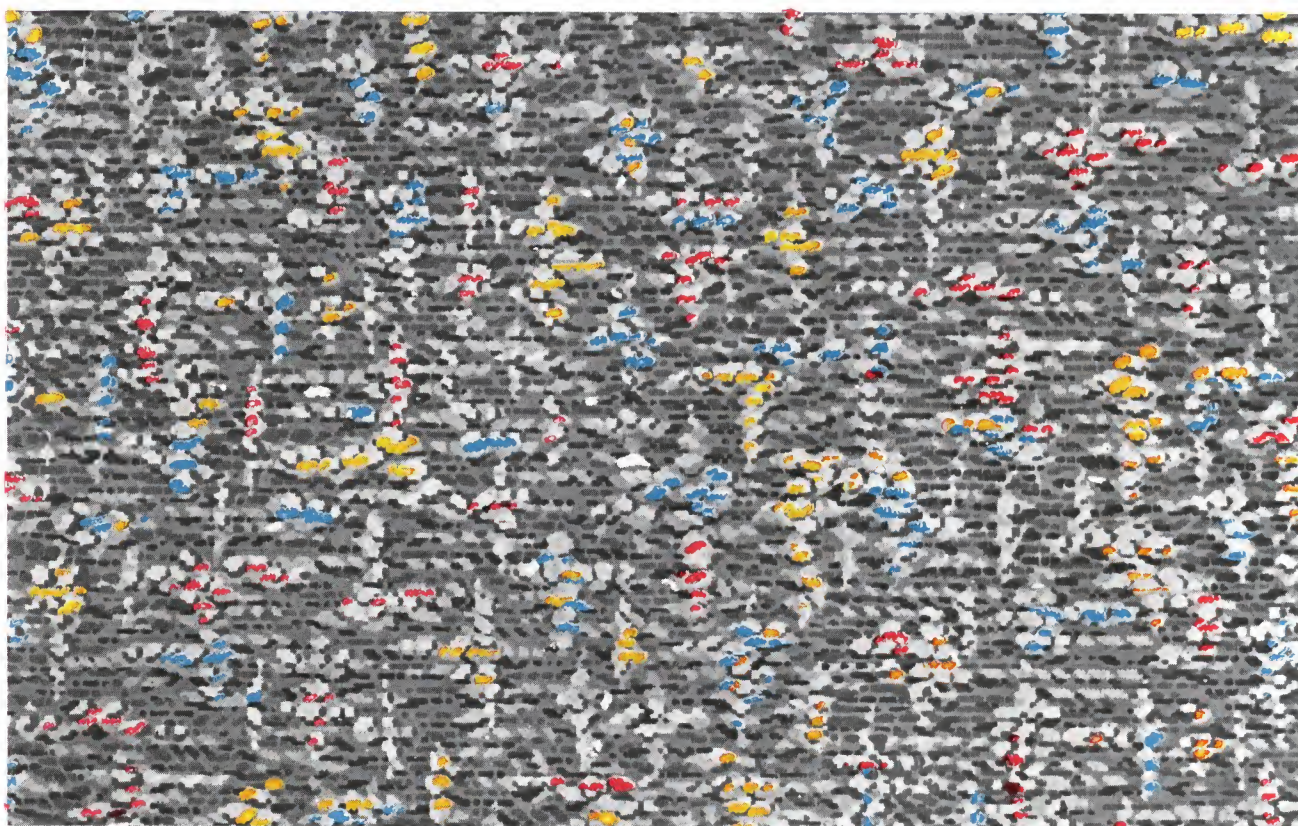
## CONGOLEUM BY-THE-YARD



**TWEEDTON** • green

6, 9 & 12 feet wide

**823**



**TWEEDTON** • grey

6, 9 and 12 feet wide

**824**





## CONGOLEUM BY-THE-YARD



**TWEEDTON** • beige

6, 9 and 12 feet wide

**825**



**STARTEX** • grey

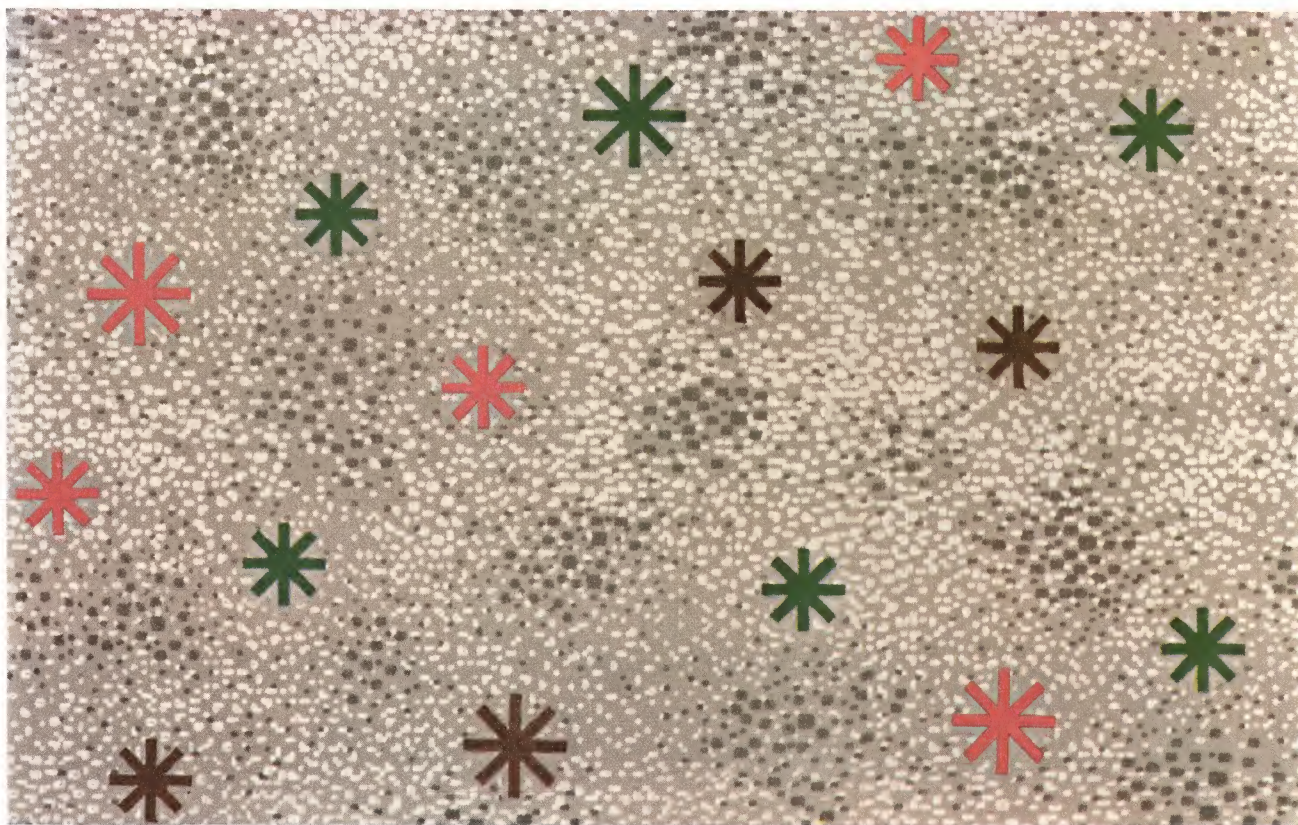
6, 9 and 12 feet wide

**834**





## CONGOLEUM BY-THE-YARD



**STARTEX** • sandalwood

6, 9 and 12 feet wide

**835**



**STARTEX** • charcoal

6, 9 & 12 feet wide

**836**





## CONGOLEUM BY-THE-YARD



**STARTEX** • beige

6, 9 & 12 feet wide

**837**



**SCULPTURE** • grey & red

9 and 12 feet wide only

**839**





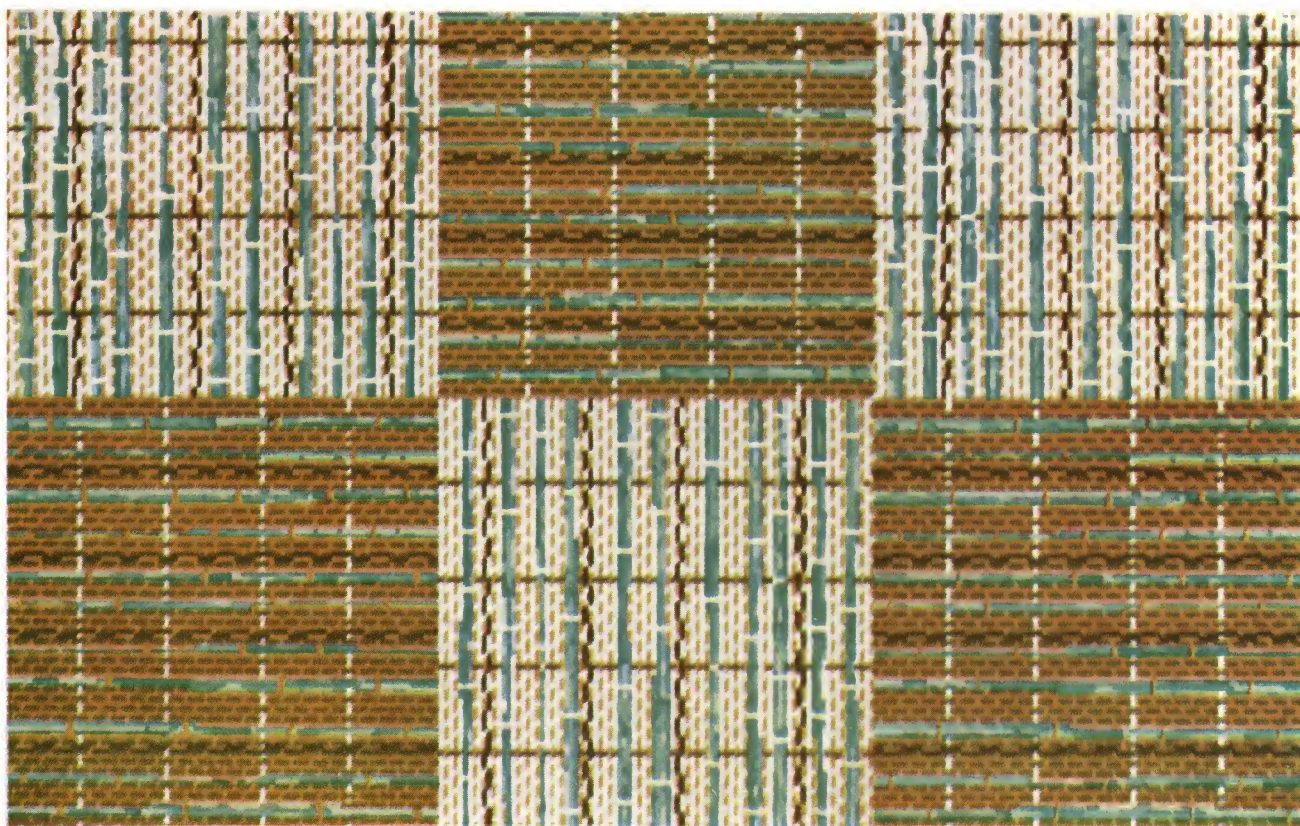
## CONGOLEUM BY-THE-YARD



**SCULPTURE** • taupe & green

9 and 12 feet wide only

**840**



**TROPICANA** • straw & aqua

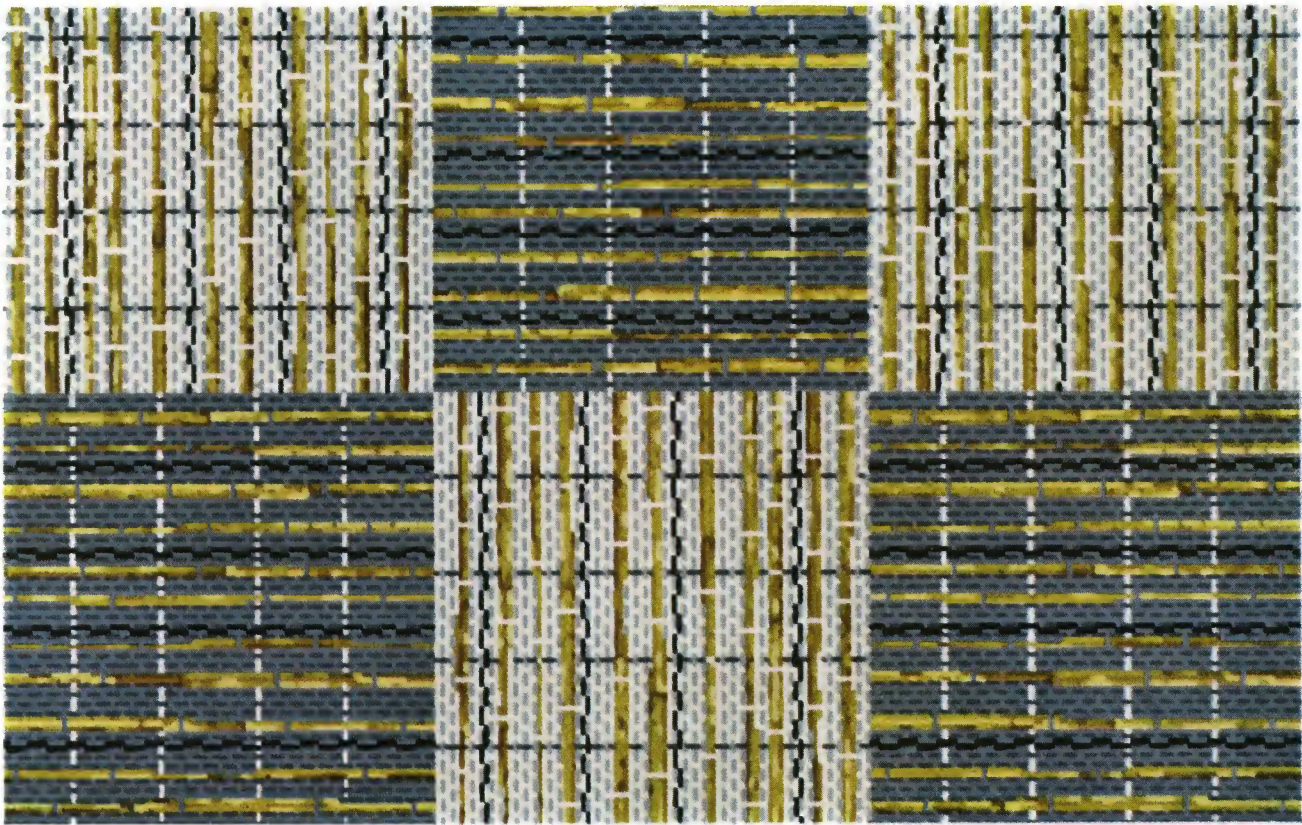
6, 9 & 12 feet wide

**842**





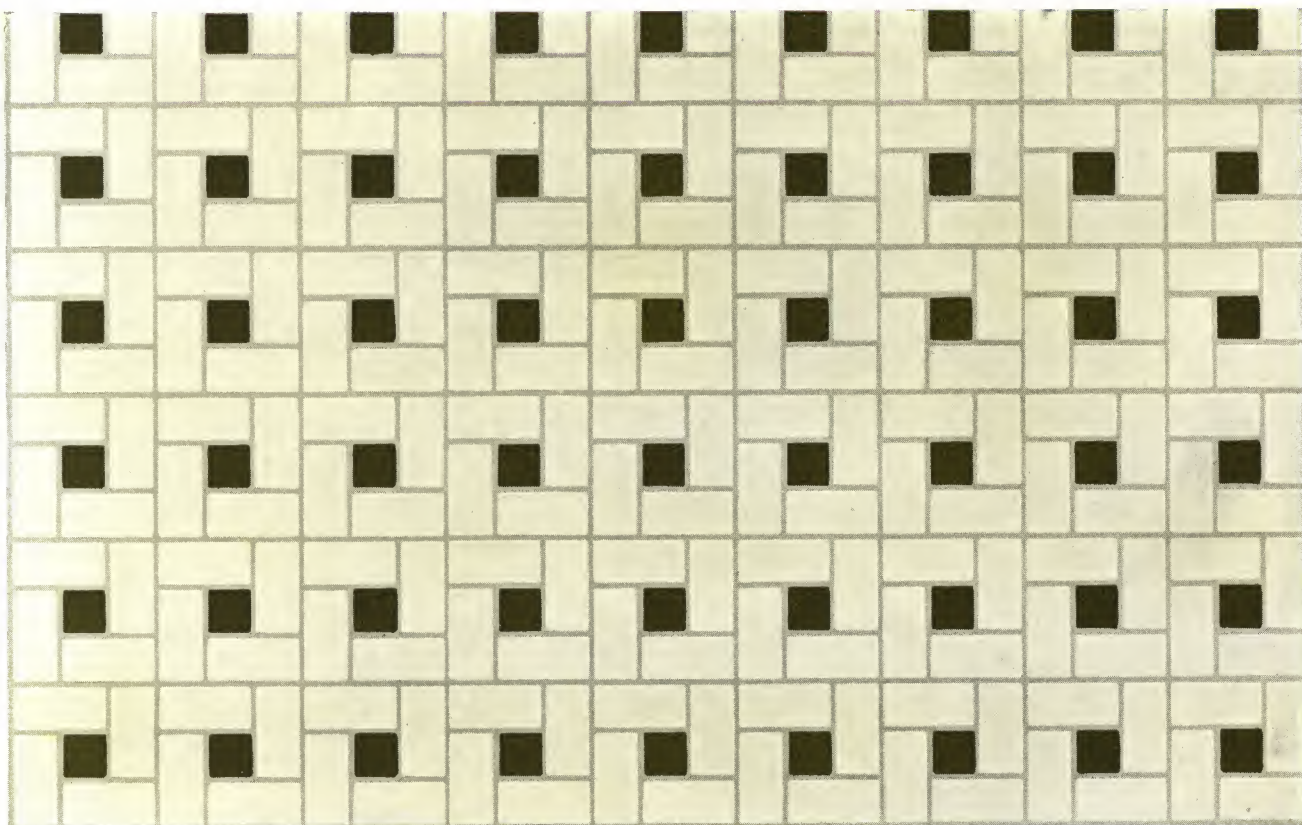
## CONGOLEUM BY-THE-YARD



**TROPICANA** • grey & yellow

6, 9 & 12 feet wide

**843**



**YORKTILE**

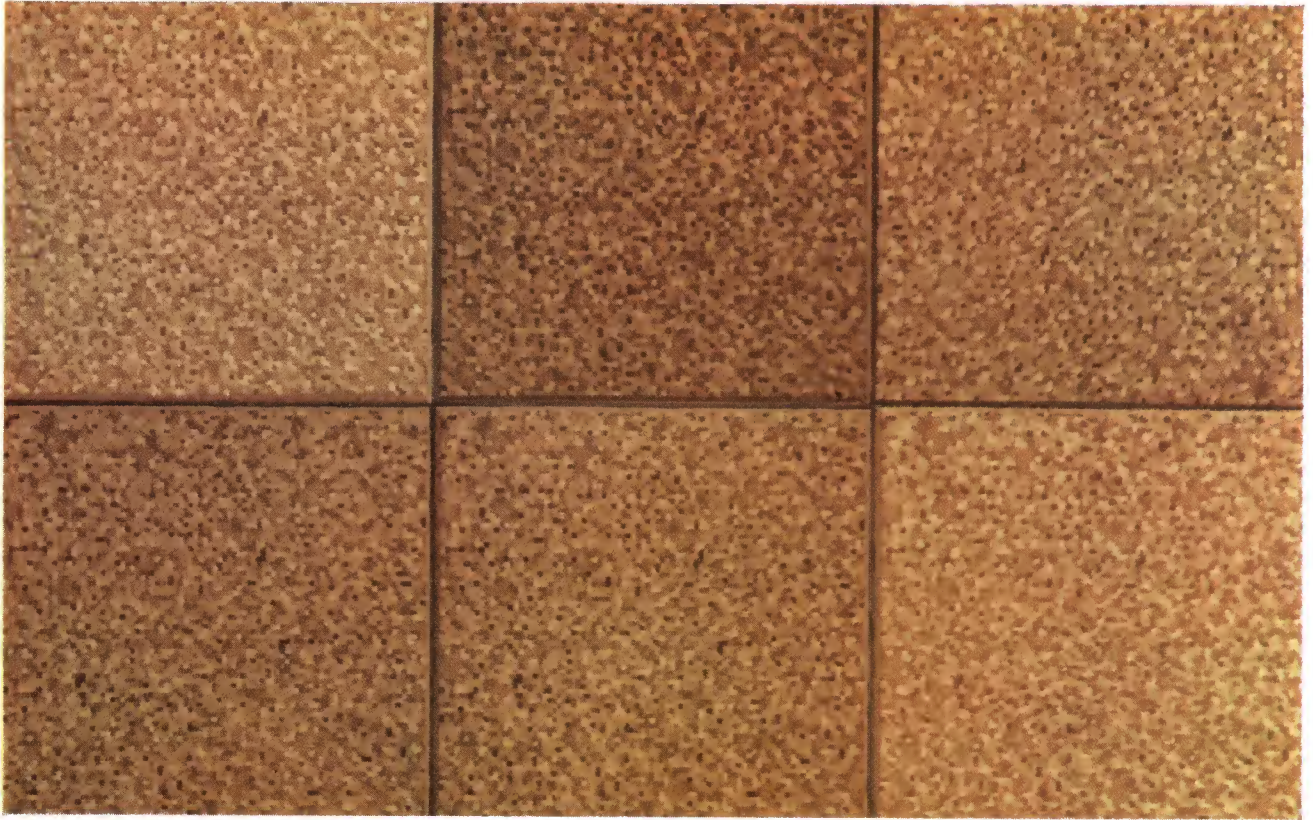
6 feet wide only

**868**





## CONGOLEUM BY-THE-YARD



**CORKETTE**

6, 9 & 12 feet wide

**890**



**SEQUIN** • cloud grey

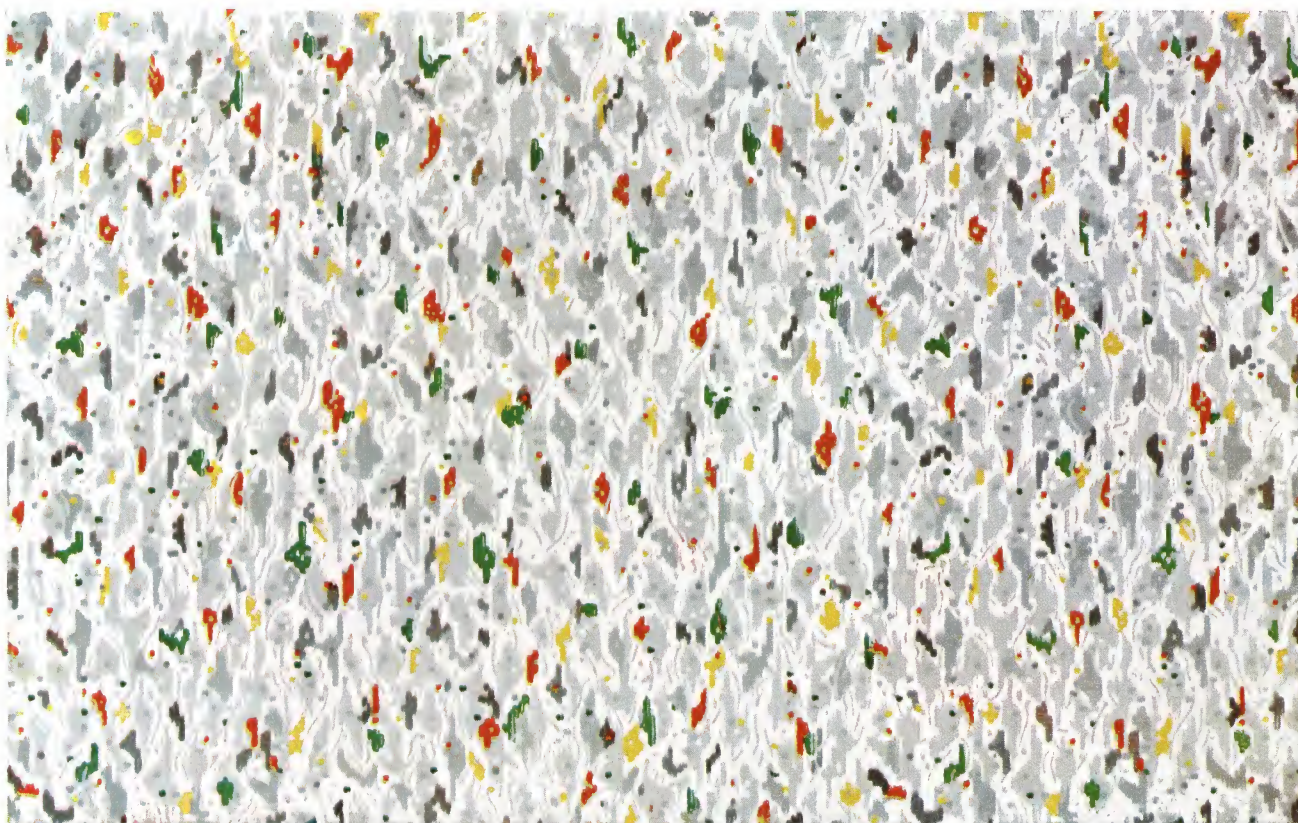
6, 9 and 12 feet wide

**937**





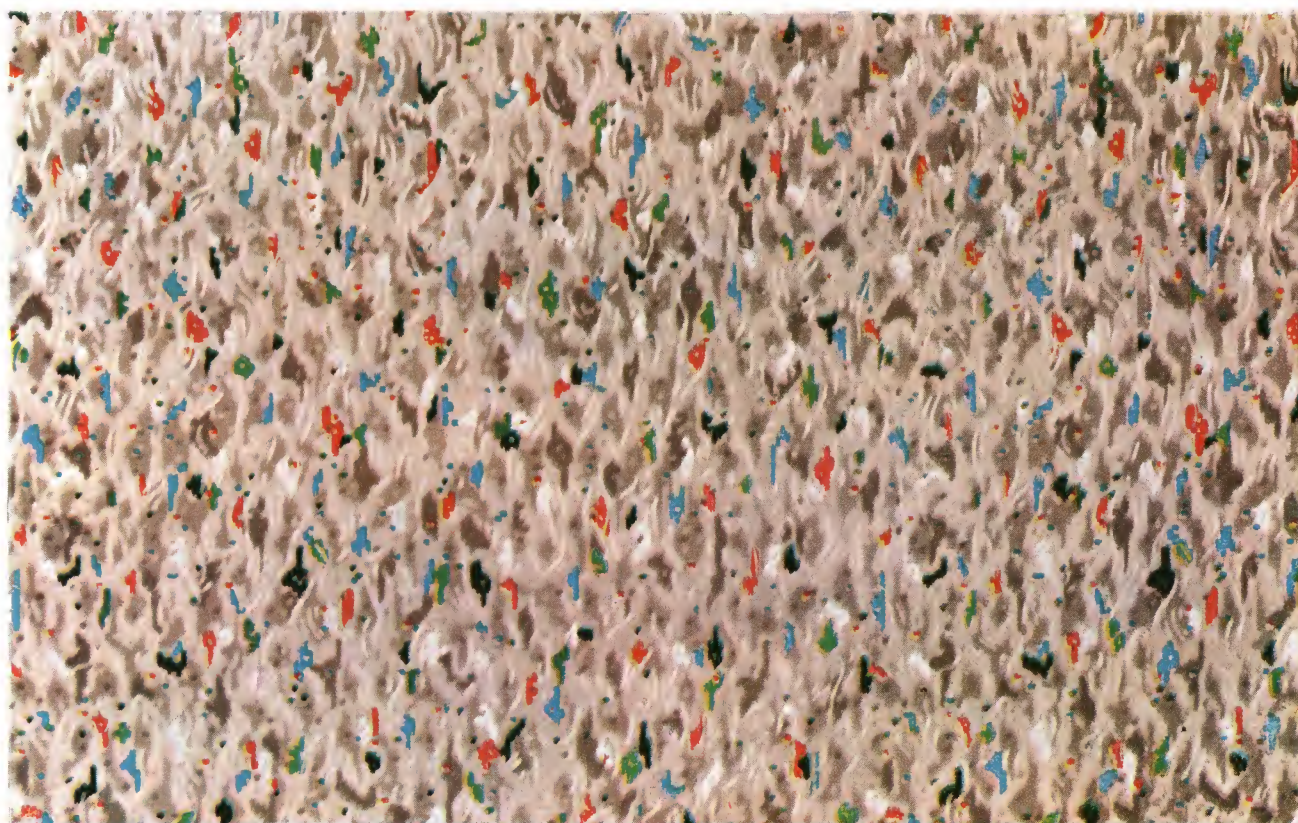
## CONGOLEUM BY-THE-YARD



**SEQUIN** • oyster white

6, 9 and 12 feet wide

**938**



**SEQUIN** • suntan

6, 9 and 12 feet wide

**940**





## CONGOLEUM BY-THE-YARD



**CROSS-STITCH** • grey

6, 9 and 12 feet wide

**956**



**CROSS-STITCH** • beige

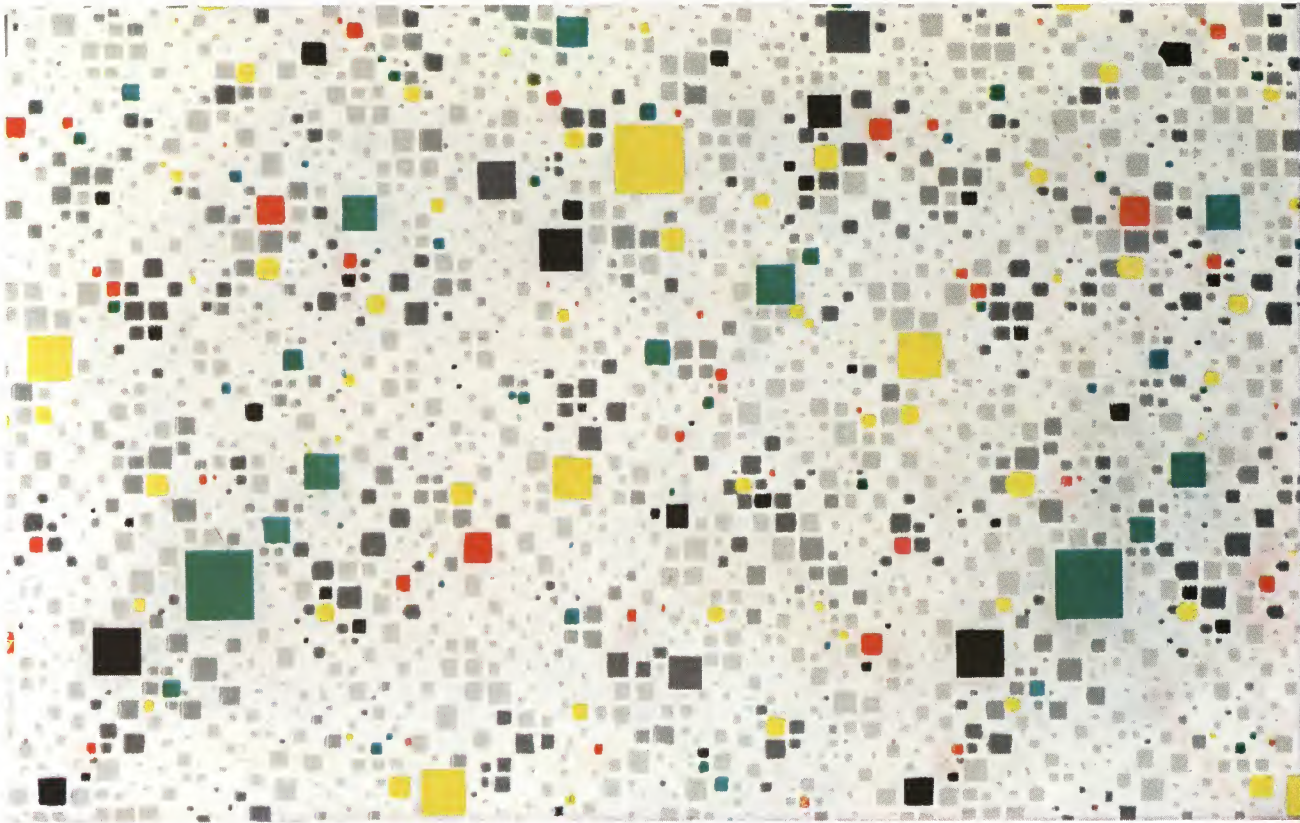
6, 9 and 12 feet wide

**957**





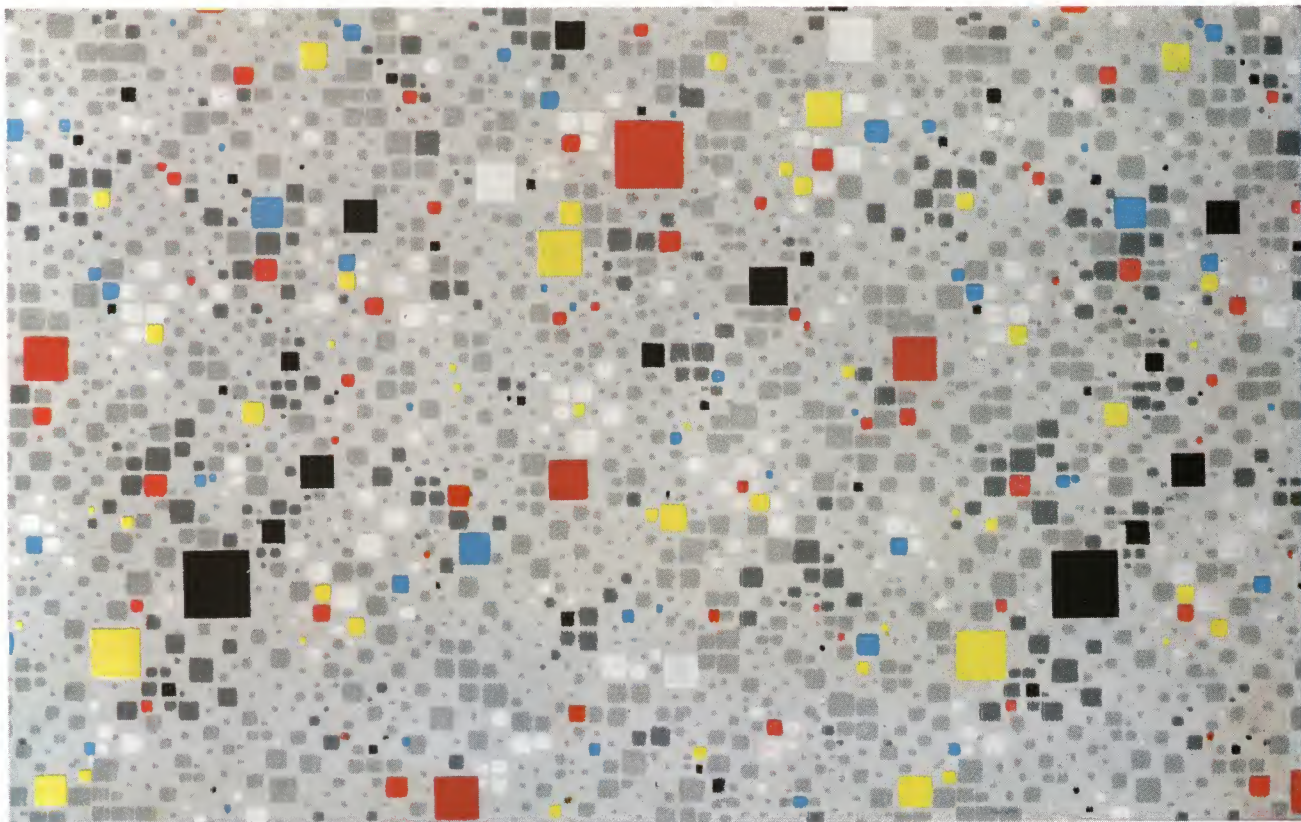
## CONGOLEUM BY-THE-YARD



**MOSAIC** • white

6, 9 and 12 feet wide

**973**



**MOSAIC** • grey

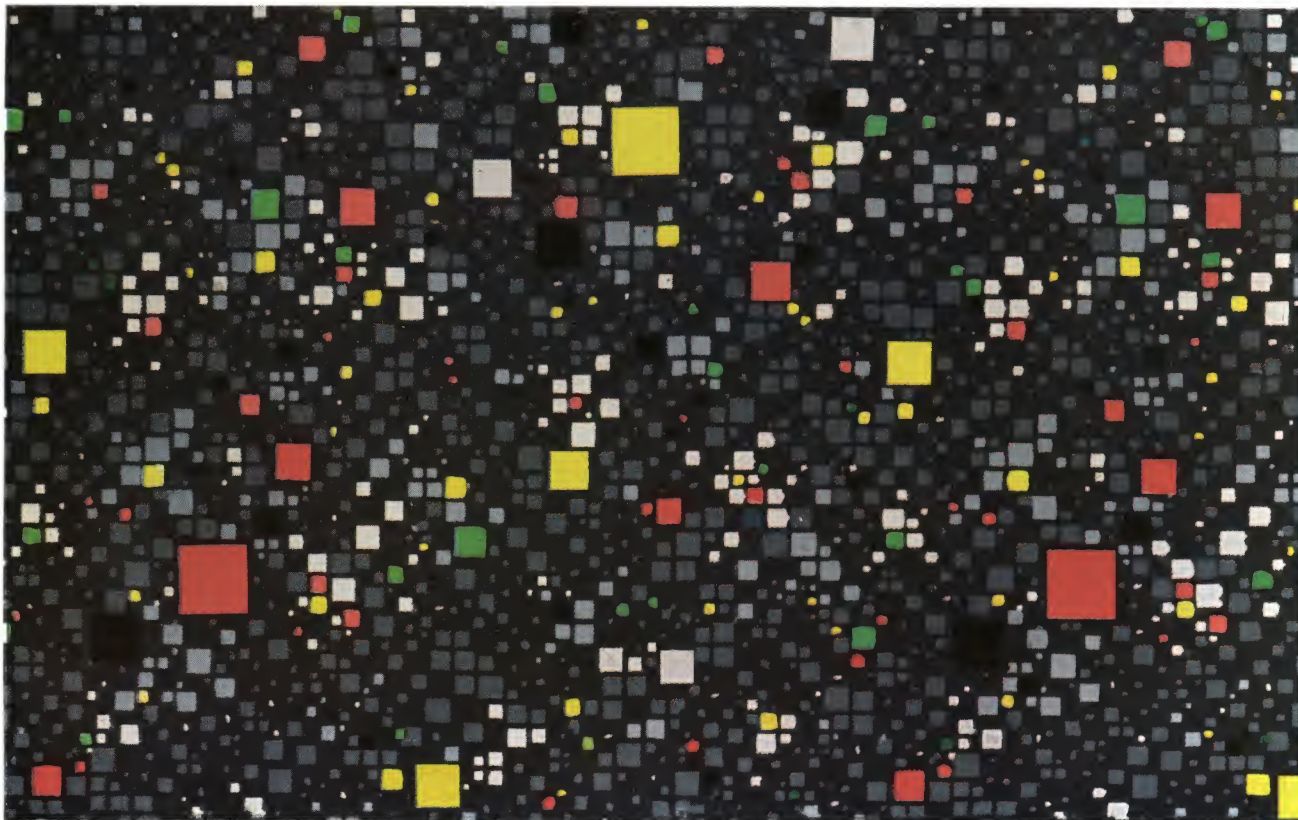
6, 9 and 12 feet wide

**974**





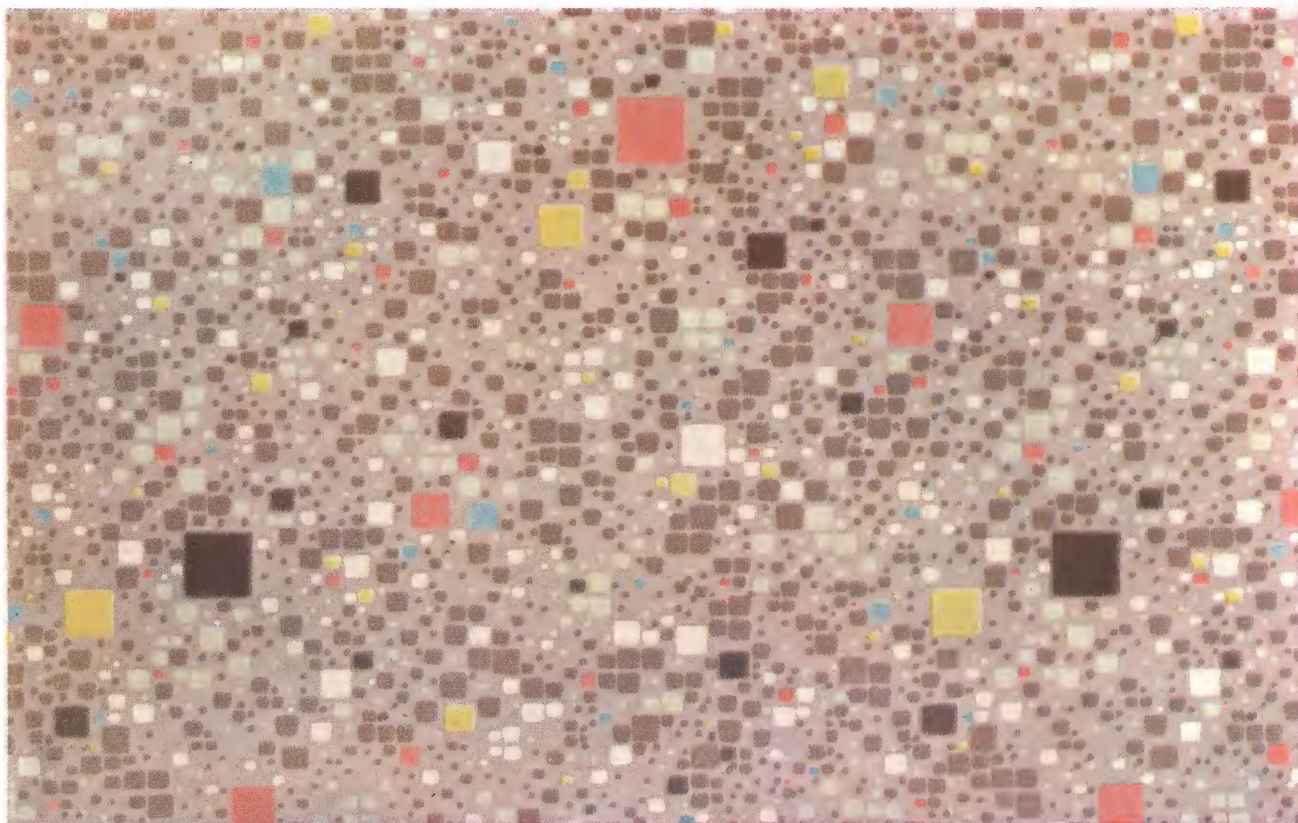
## CONGOLEUM BY-THE-YARD



**MOSAIC • charcoal**

6, 9 and 12 feet wide

**975**



**MOSAIC • mocha**

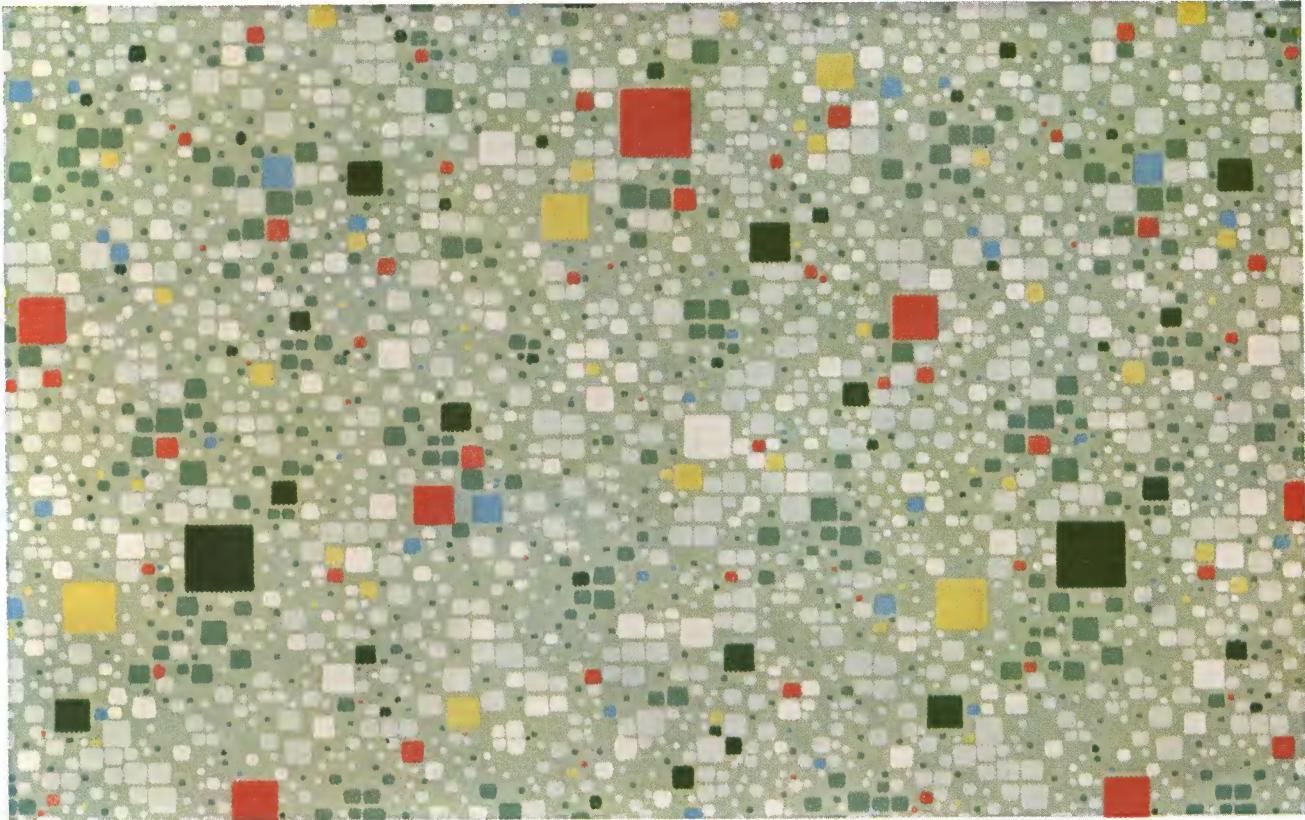
6, 9 & 12 feet wide

**976**





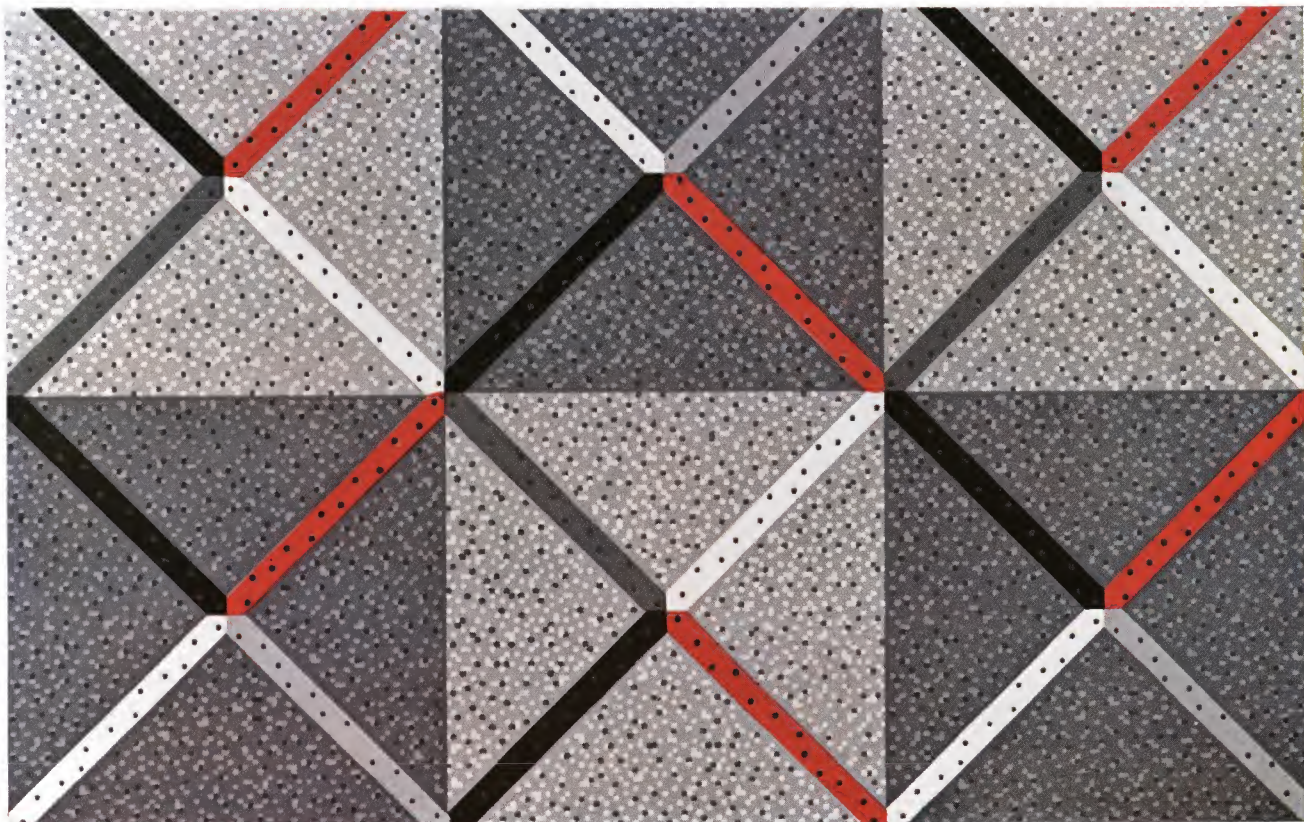
## CONGOLEUM BY-THE-YARD



**MOSAIC** • green

6, 9 & 12 feet wide

**977**



**JUBILEE** • medium grey

6, 9 and 12 feet wide

**982**





## CONGOLEUM BY-THE-YARD



**FRENCH GARDEN** • grey

6, 9 and 12 feet wide

**988**



**FRENCH GARDEN** • beige

6, 9 and 12 feet wide

**989**





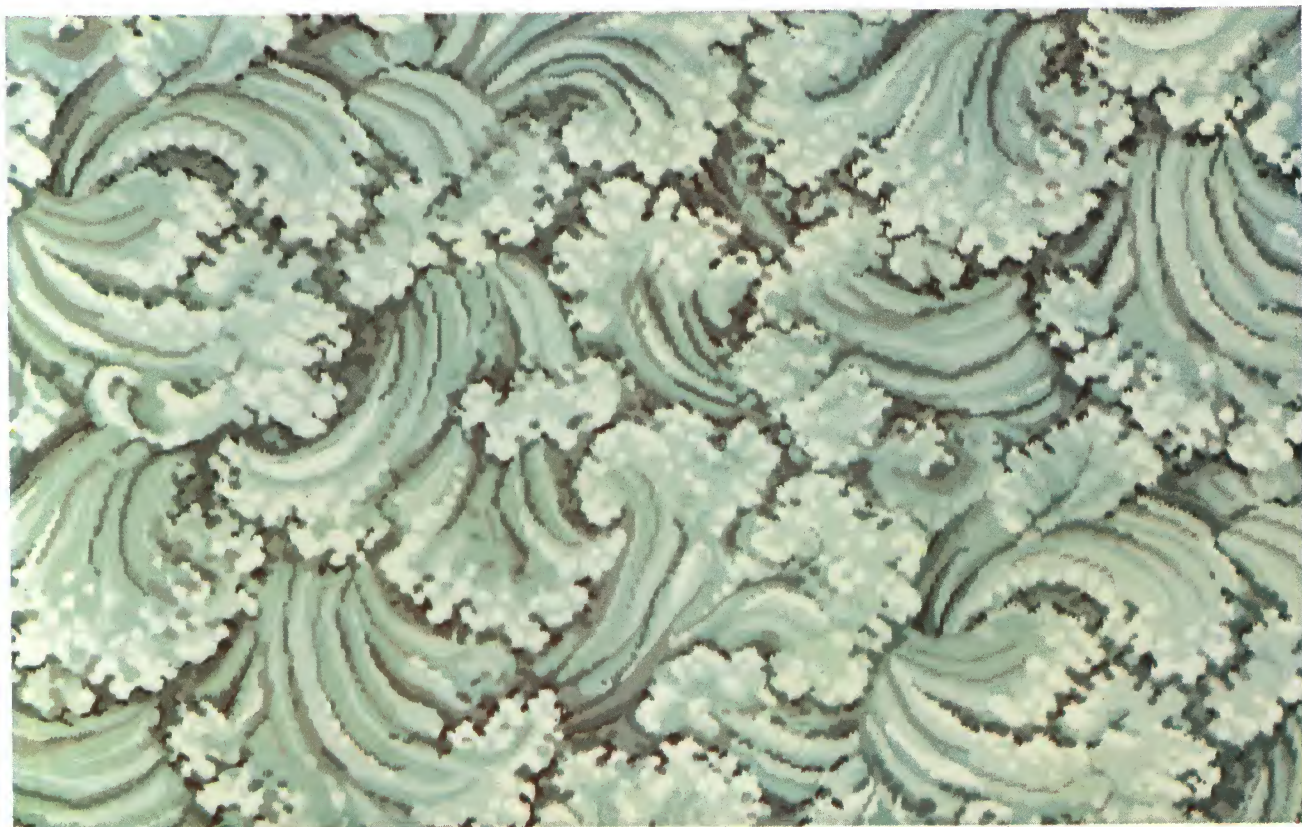
## CONGOLEUM BY-THE-YARD



**CASCADÉ** • grey

9 and 12 feet wide only

**993**



**CASCADÉ** • green

9 and 12 feet wide only

**994**





## CONGOLEUM BY-THE-YARD



**CASCADÉ** • beige

9 and 12 feet wide only

**995**





## RUG BORDER



**RUG BORDER • diagonal parquet**

24" wide **5224**  
36" wide **5236**  
72" wide **5272**



**RUG BORDER • Light oak plank**

24" wide **5424**  
36" wide **5436**  
72" wide **5472**



**RUG BORDER • dark oak plank**

24" wide **5624**  
36" wide **5636**  
72" wide **5672**





## HALL RUNNER



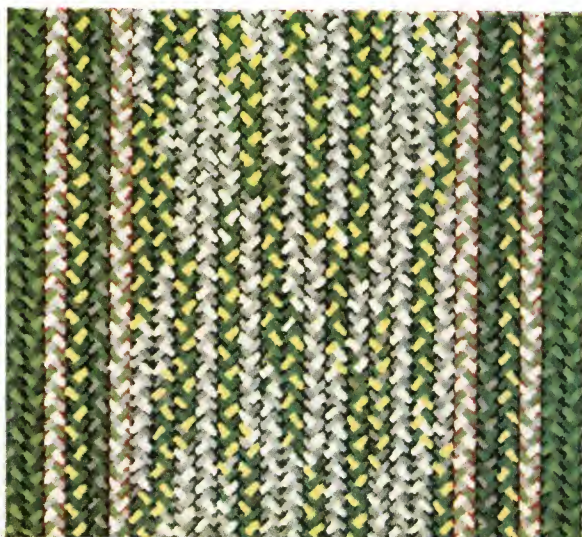
HALL RUNNER 27" wide

187



HALL RUNNER 27" wide

194



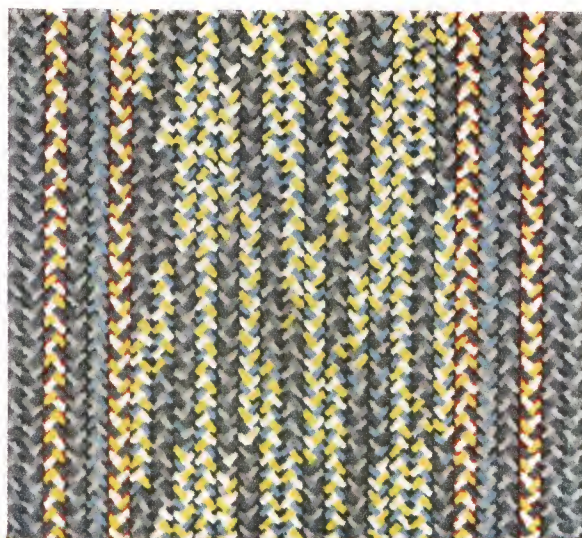
HALL RUNNER 27" wide

188



HALL RUNNER 27" wide

195



HALL RUNNER 27" wide

189



HALL RUNNER 27" wide

196



## EXCELLO RUGS

## AND BY-THE-YARD

*...for bright, good-looking floors at minimum cost*

The new Excello enamel-surface line provides the homemaker with an outstanding opportunity to choose colorful, gleaming floor coverings at unbelievably low cost. And there is a wide range of popular-sized rugs and by-the-yard materials to choose from!

Excello has a smooth, enamel surface that cleans easily. Colors are bright and clear. It resists dirt, grease, and dulling film. Most household stains vanish with the wipe of a damp mop or cloth.

Excello rugs and by-the-yard install easily and quickly. Both rugs and by-the-yard material are simply unrolled and put down over the present floor; and both lie flat without fastening. This new floor covering product comes in a complete range of high style designs. There are sculptured, floral, tile, and carpet texture patterns.



## EXCELLO RUGS



**ACANTHUS LEAF** • red

9' x 12', 12' x 12', 12' x 15'

**4000**



**ACANTHUS LEAF** • green

9' x 12', 12' x 12', 12' x 15'

**4001**





**BOSTONIAN** • red

9' x 12', 12' x 12', 12' x 15'

**4005**



**NAVAHO** • yellow

9' x 12', 12' x 12', 12' x 15'

**4006**



## EXCELLO RUGS



**WILD ROSE • grey**

9' x 12', 12' x 12', 12' x 15'

**4015**



**WILD ROSE • blue**

9' x 12', 12' x 12', 12' x 15'

**4016**



## EXCELLO BY-THE-YARD



**ACANTHUS LEAF • grey**

6, 9 and 12 feet wide

**4500**



**ACANTHUS LEAF • beige**

6, 9 and 12 feet wide

**4501**



## EXCELLO BY-THE-YARD



**ACANTHUS LEAF • red**

6, 9 and 12 feet wide

**4502**



**ACANTHUS LEAF • green**

6, 9 and 12 feet wide

**4503**



## EXCELLO BY-THE-YARD



**BOSTONIAN** • red

6, 9 and 12 feet wide

**4505**



**BOSTONIAN** • yellow

6, 9 and 12 feet wide

**4506**



## EXCELLO BY-THE-YARD



**COLONY** • grey

6, 9 and 12 feet wide

**4510**



**COLONY** • beige

6, 9 and 12 feet wide

**4511**



## EXCELLO BY-THE-YARD



**WOOD BLOSSOMS • grey**

6, 9 and 12 feet wide

**4515**



**WOOD BLOSSOMS • blue**

6, 9 and 12 feet wide

**4516**



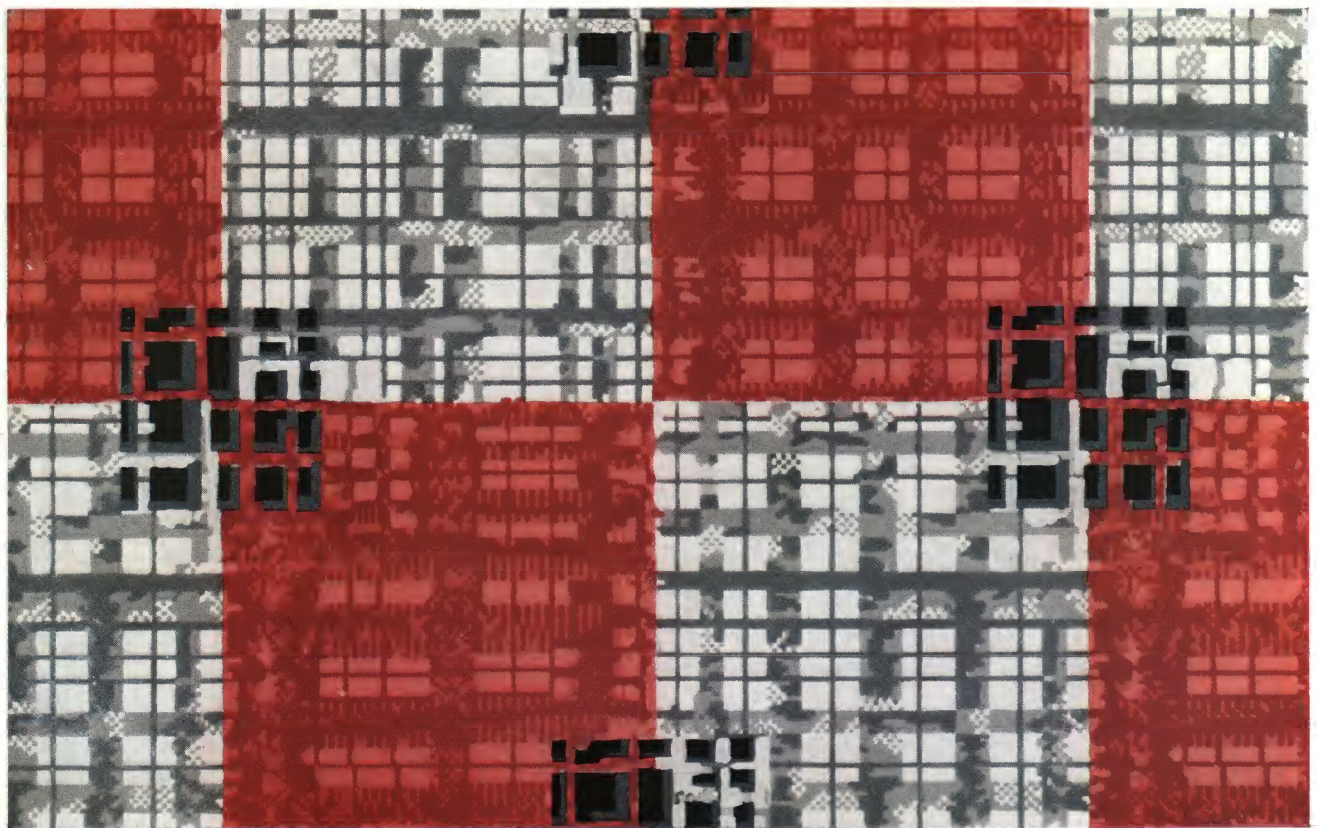
## EXCELLO BY-THE-YARD



**WOOD BLOSSOMS** • green

6, 9 and 12 feet wide

**4517**



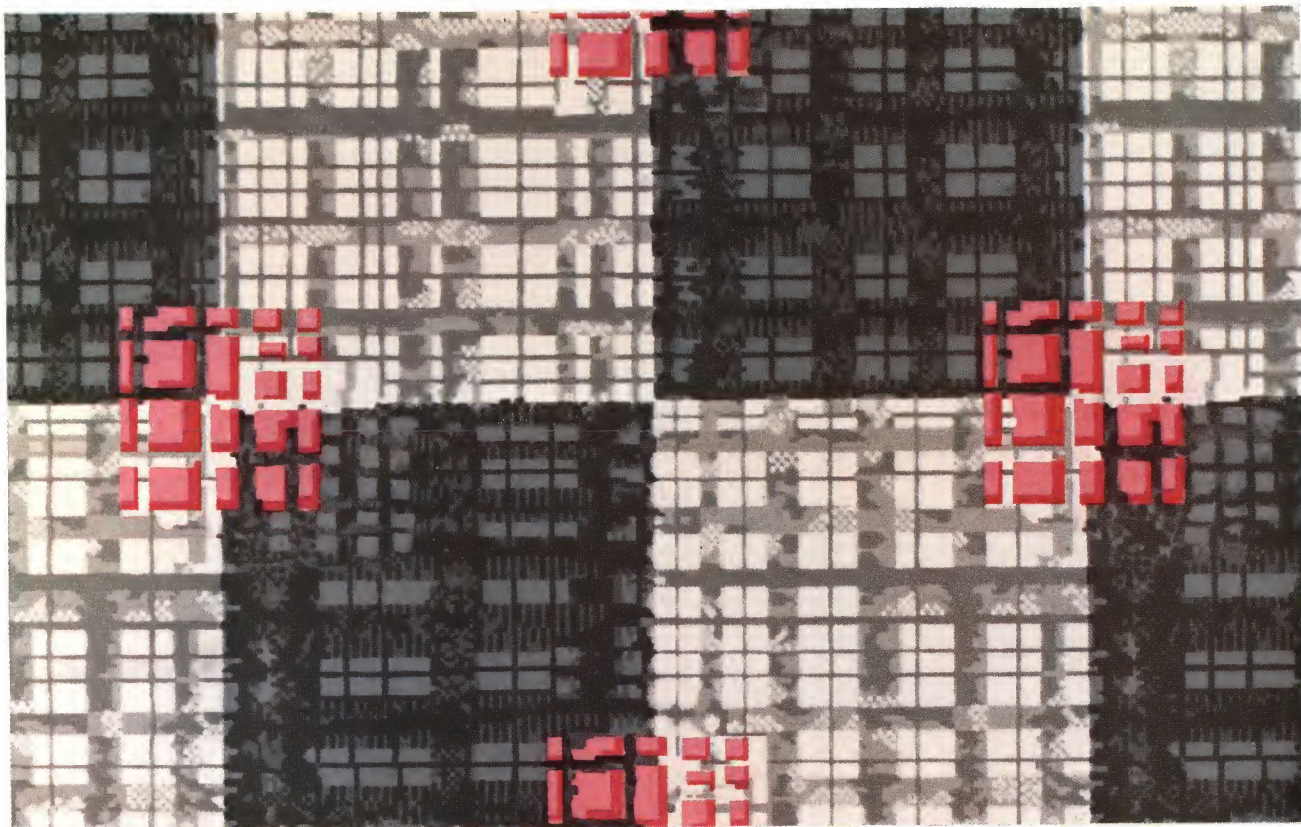
**TWEED** • red

6, 9 and 12 feet wide

**4520**



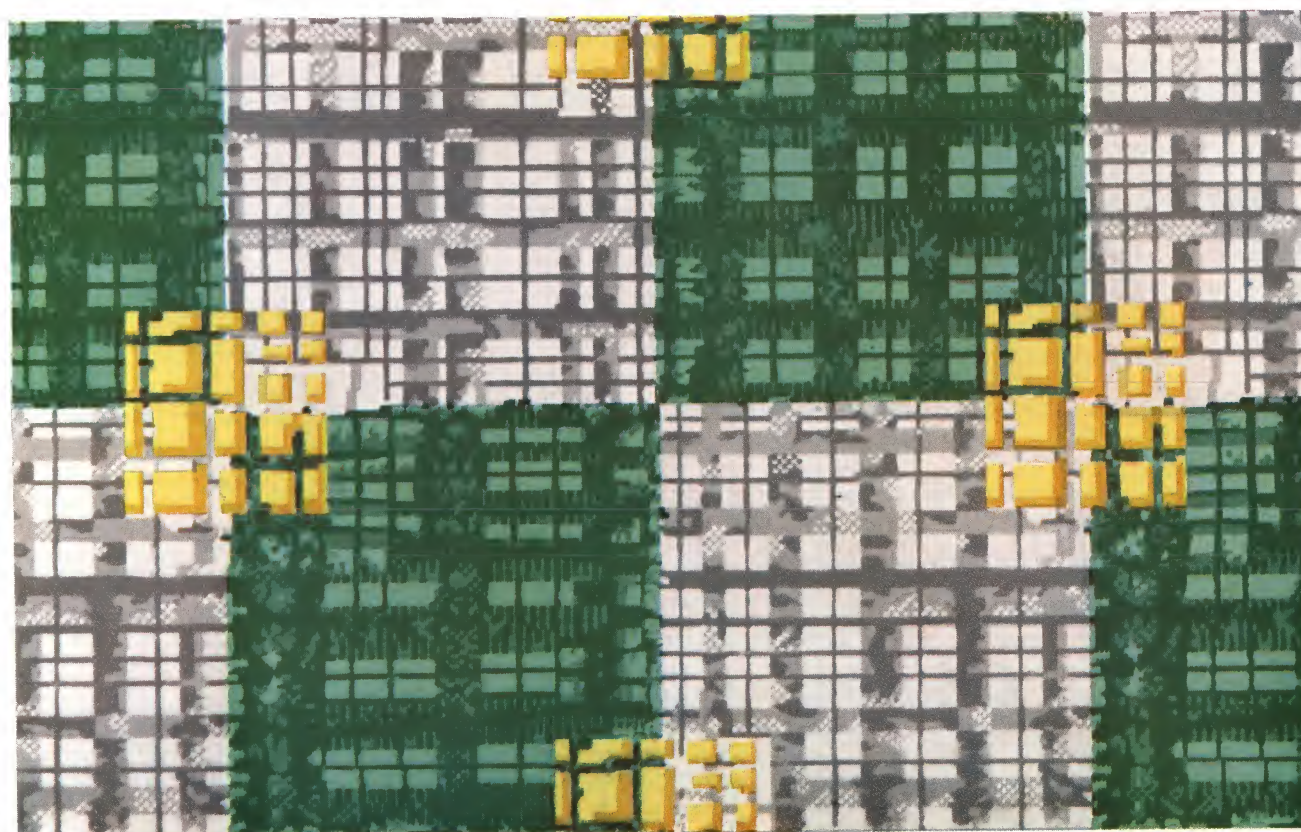
## EXCELLO BY-THE-YARD



**TWEED • red**

6, 9 and 12 feet wide

**4521**



**TWEED • green**

6, 9 and 12 feet wide

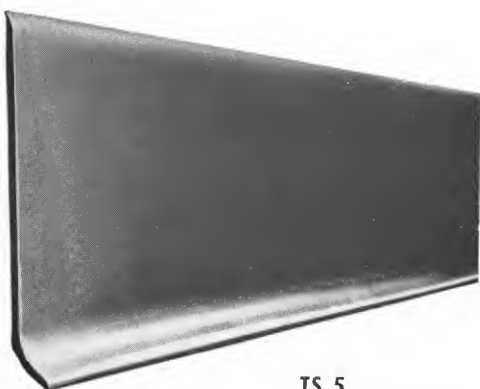
**4522**



## Gold Seal RUBBER TOP SET COVE BASE

A universal base for use with all types of floor covering. Gold Seal Rubber Top Set Cove Base is designed for easy installation over the finished floor covering. No special tools are required.

The great flexibility of the cove base permits one-piece installation around inside corners, and overcomes normal irregularities in floor and wall surfaces.



**TS 5**

4" and 6" high

Packed: 180 lin. ft. per ctn.  
(36 pieces—5 ft. long)

Prefabricated outside corners, for use with Gold Seal Rubber Top Set Cove Base, are recommended for neat outside corner installation. Corner pieces match cove base in height and contour.



**TS 15**

4" and 6" high

Packed: 20 pieces per ctn.

## NAIRN® LINOLEUM CLEANER & NAIRN SELF-POLISHING WAX

These fine products are especially designed to keep Gold Seal floor and wall coverings bright and shining with their original beauty and gloss. Their use, however, is not limited to the Gold Seal line. They will add life and lustre to practically any hard surface floor or floor covering.

Nairn Linoleum Cleaner is a soapless deter-

gent that contains no harsh alkalies or acids. Nairn Self-Polishing Wax is a water emulsion wax formulated for the protection and safe, easy maintenance of floors. Easy to use, Nairn Cleaner and Wax are laboratory and field tested for performance. They fill the bill where the best is desired to preserve and maintain the finest in floors and walls.

**No. SU 55**

Packed:

Pint Bottles (24 per case)  
Quart Bottles (12 per case)  
Gallon Bottles (4 per case)



**No. SU 50**

Packed:

Pint Cans (24 per case)  
Quart Cans (12 per case)  
½ Gallon Cans (6 per case)  
1 Gallon Cans (6 per case)  
5 Gallon Cans (self shipper)  
55 Gallon Cans (self shipper)





# Gold Seal FLOOR MACHINES

## LIGHT WEIGHT—No. T02

**POWER:**  $\frac{1}{4}$  h.p. universal motor (AC-DC), manufactured especially for this machine; power transmitted to brush spindles by worm gears; motor mounted on zinc alloy castings; 22-ft. rubber covered cable with molded attachment plug; fully enclosed safety switch.

**BRUSHES:** Best quality Tampico and Palmetto fibres; brush diameter 6"; brush spread 12". Standard equipment includes 1 pair combination brushes for waxing or scrubbing, 1 pair Tampico polishing brushes, 1 pair felt buffing pads. No tools required for changing brushes or buffing pads.

Height: 6  $\frac{1}{2}$ "; Weight: 20 lbs.;

Packing: Individual. 3 per shipping carton.

## MEDIUM WEIGHT—No. T04

**POWER:**  $\frac{1}{2}$  h.p. universal motor (AC-DC), designed especially for this machine; power transmitted to brush spindles by worm gears; motor mounted on zinc alloy castings; 30-ft. rubber covered cable with molded attachment plug; fully-enclosed, safety trigger switch.

**BRUSHES:** Best quality Tampico and Palmetto fibres; brush diameter 8"; brush spread 16". Standard equipment includes 1 pair union mix brushes; 1 pair Bassine brushes for scrubbing; 1 pair felt buffing pads.

Height: 8  $\frac{1}{2}$ "; Weight: 40 lbs.;

Packing: Individual. 2 per shipping carton.

## HEAVY WEIGHT—No. T06

**POWER:**  $\frac{1}{2}$  h.p. induction wound, capacitor start motor, 1725 RPM; sealed lubrication; 115-230 volts A.C. 60 cycle, single phase; power transmitted to brush spindles by precision cut helical gears; 50-ft. oil resistant rubber covered 2-wire cable, with twist lock connector at handle.

**BRUSHES:** Twin brushes, interchangeable to prolong life; brush diameter 10"; brush spread 21". Standard equipment includes one set polishing or scrubbing brushes.

Height: 9  $\frac{3}{4}$ "; Weight: 95 lbs.; Packing: Individual.

## SANDING AND STEEL WOOL KIT

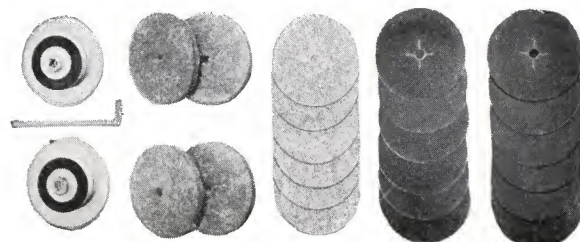
To adapt floor machines for limited floor refinishing, as well as finishing shelves, counters and similar surfaces.

*Kits consist of:*

- 2 mounting discs with wrench
- 2 pairs special steel wool pads (T037, T057)
- 6 sheets each of fine, medium and coarse sandpaper (T034, 35, 36, T054, 55, 56)

For Light Weight Machine—No. T03

For Medium Weight Machine—No. T05





# Gold Seal INSTALLATION EQUIPMENT



## GOLD SEAL LINOLEUM KNIFE T010

A specially designed knife for the installation of floor linoleum. The Gold Seal Linoleum knife has a standard wooden handle with a pointed, heavy gauge steel blade 2 1/2" long.

Packed: one to box.



## "DO-IT-YOURSELF" KIT T050

An attractive installation kit for handy consumers. Kit consists of all the tools needed for the installation of Gold Seal tiles and "Congo-wall;" linoleum knife, chalk and string, trowel, awl, and a simple instruction pamphlet are included.



## GOLD SEAL WALL KNIFE T020

A lighter gauge steel knife made for installing wall coverings. Also preferred by many for the installation of Gold Seal Linoleum on Duplex Felt Back and Gold Seal "Congo-leum." 2 1/4" blade.

Packed: one to box.



## GOLD SEAL WALL TROWEL

Right Hand—T022 Left Hand—T023

The Gold Seal Wall Trowel is specially cut to insure the proper distribution of wall adhesive. Available for left and right hand use. Specify which desired.

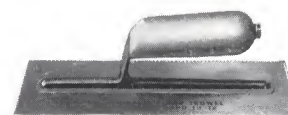
Packed: one to box.



## GOLD SEAL OVERSCRIBER T014

A special scribing tool for wall work. Especially handy for working at junctions of vertical surfaces and inside corners.

Packed: one to box.



## GOLD SEAL FLOOR TROWEL

Right Hand—T012 Left Hand—T013

A specially cut floor trowel for the proper spread of paste over floor areas. Available for left and right hand use. Specify when ordering.

Packed: one to box.



## GOLD SEAL WALL SCRIBER T016

A special scribing tool designed for installing wall covering and cove base.

Packed: one to box.



## GOLD SEAL SCRIBER T017

A multi-purpose tool designed for underscribing seams as well as for sink and cabinet top work. Precision construction assures proper alignment.

Packed: one to box.



## GOLD SEAL WALL ROLLER T025

A special wall roller, rubber-covered, for use in securing perfect contact between wall covering and the wall.

Packed: one to box.



# Gold Seal INSTALLATION EQUIPMENT



## GOLD SEAL SAND BAGS T08

A properly weighted sand bag made of high quality canvas. Specially woven and sewn to prevent leakage of sand dust on new installations. Size: approximately 8" x 24".



## GOLD SEAL PASTE SPREADER T011

A low cost, one job paste spreader for applying Gold Seal Linoleum Paste to floors and walls.

Packed: 25 per box, 8 boxes per carton.



## GOLD SEAL COVE STRIP SU72

An improved flexible cove strip, made of laminated saturated felt. Easy to cut with a linoleum knife and easy to paste into position. 1 1/4" radius, for cove base and sink top installations. Packed: 72 lineal feet (12 pieces) per carton.



## GOLD SEAL PIN VISE T018

A pin vise designed specifically for scoring and snapping straight edges on asphalt tile. Also useful for scoring linoleum and other material in custom inset work. Phonograph needle point is easily replaced when necessary.

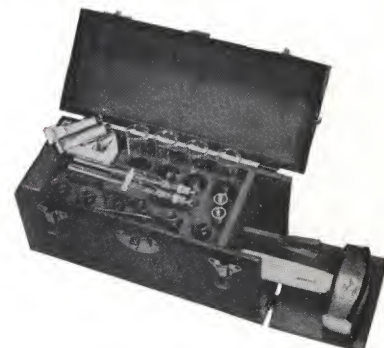
Packed: one to box.



## GOLD SEAL PLASTER MOISTURE DETECTOR T0200

A compact, battery powered electrical instrument for accurate indication of plaster wall moisture.

Packed: one to box.



## GOLD SEAL CONCRETE MOISTURE DETECTOR T0100

### POWDER TUBES NO. T0110

For determining chemically the amount of moisture in concrete underfloors before the installation of linoleum. Simple directions are enclosed with detector. Refills of Moisture Detector Powder are available in packages of ten.

Packed in fibre container.

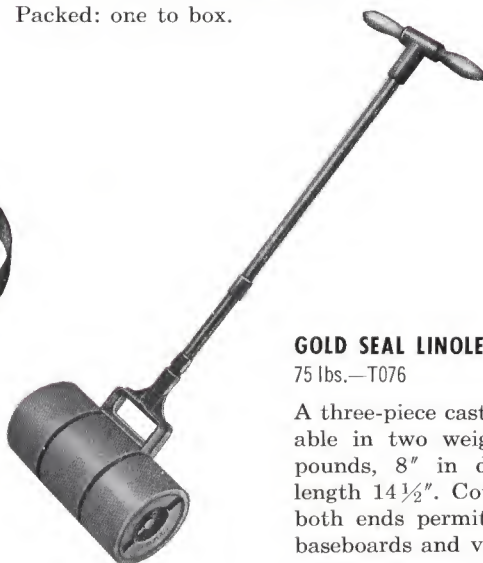


## GOLD SEAL STRAIGHT EDGE

6'2" long—T074

3'4" long—T040

A tempered flexible steel straight edge. Permits rolling in 18" diameter for easy carrying in tool kit. Available in two lengths, 6'2" for floor work and 3'4" for wall work.



## GOLD SEAL LINOLEUM ROLLER

75 lbs.—T076

150 lbs.—T0151

A three-piece cast steel roller available in two weights, 75 and 150 pounds, 8" in diameter, over-all length 14 1/2". Countersunk axle at both ends permits rolling close to baseboards and vertical surfaces.



# Gold Seal SUNDRIES\*

## GOLD SEAL SATURATED FELT

NO. SU 10

A specially designed underlayment for use as specified in installations of Gold Seal Floor coverings. Tough, water-proof, rot-resistant. 48 yards per roll, 36" wide. 51.5 lbs. per roll.

## GOLD SEAL DUPLEX FELT

NO. SU 11

A specially designed underlayment for use as specified in installations of Gold Seal Floor coverings. A patented lining felt highly resistant to laminating or splitting. Unique duplex construction in which upper layer is fully asphalt saturated and lower absorbent layer is only partly asphalted. This rigidly controlled construction provides Duplex Felt with advantages found in no other felt lining. 50 yards per roll, 36" wide. 44 lbs. per roll.

## GOLD SEAL LINOLEUM PASTE

NO. SU 20

A superior adhesive for installing Linoleum, applying Gold Seal "Congowall" and Standard Wall Covering and pasting Lining Felt to wood. Also recommended for suspended wood or concrete floor when installing Cork Tile, Full Thick Vinyl, Felt Back Vinyl, Rubber Tile, and 1/16" Vinylbest. Approximate coverage 18 square yards.

Packed: 1 quart cans—(12 per case) 46 lbs. per case  
2 gallon cans—(4 per case) 56 lbs. per case  
3 gallon cans—(self shipper) 41 lbs. per can  
5 gallon cans—(self shipper) 69 lbs. per can  
30 gallon drums—(self shipper) 411 lbs. per drum

## GOLD SEAL CONGOWALL PASTE

NO. SU 21

A convenient consumer packaging of Gold Seal Linoleum Paste. For best results in the installation of Gold Seal "Congowall" and Standard Wall Covering this paste is recommended exclusively.

Packed: 1 quart cans—(12 per case) 46 lbs. per case  
1 gallon cans—(4 per case) 56 lbs. per case

## GOLD SEAL THREE-TWENTY ADHESIVE

NO. SU 32

Factory mixed, this multi-purpose adhesive permits installation of Nairon Standard Tile, Nairon Custom Tile, Cork Tile, Rubber Tile, and Vinylbest Tile over on-grade concrete—with or without radiant heat. It is recommended for installing Top Set Cove Base. Gold Seal Three-Twenty is light in color, easy to spread, water-alkali resistant, non-toxic and non-inflammable. It provides initial tack and tremendous holding quality. Spread approximately 125 sq. feet per gallon.

Packed: 12 qt. cans per carton, 33 lbs. per case  
1 gallon cans—(self shipper) 10 lbs. per can  
2 gallon cans—(self shipper) 21 lbs. per can  
5 gallon cans—(self shipper) 49 lbs. per can

## GOLD SEAL ASPHALT TILE CEMENT

NO. SU 35

(Cut-Back Type)

The approved adhesive for installing Gold Seal Asphalt Tile and Vinylbest over concrete underfloors, on or below-grade, where evidence of excessive moisture is present. Coverage: 200 square feet per gallon.

Packed: 1 gallon cans—(6 per case) 56 lbs. per case  
5 gallon cans—(self shipper) 43 lbs. per can  
30 gallon drums—(self shipper) 262 lbs. per drum

## GOLD SEAL ASPHALT TILE CEMENT

NO. SU 36

(Emulsion Type)

The approved adhesive for the installation of Gold Seal

Asphalt Tile and 1/8" Vinylbest over saturated felt on suspended wood or over plywood floors; also for Asphalt Tile and "Vinylbest" over concrete, suspended, on-grade, or below-grade floors. This adhesive is not recommended for "Vinylbest" Tile with radiant heated floors.

Packed: 1 gallon cans—(6 per case) 56 lbs. per case  
5 gallon cans—(self shipper) 47 lbs. per can  
30 gallon drums—(self shipper) 278 lbs. per drum

## GOLD SEAL UNDERLAYMENT CEMENT

NO. SU 37

An asphaltic emulsion to be mixed with cement and sand as a leveling fill on uneven concrete floors before installing asphalt tile. Formulation for mixing is described on package label.

Packed: 1 gallon cans—(6 per case) 56 lbs. per case  
5 gallon cans—(self shipper) 47 lbs. per can  
30 gallon drums—(self shipper) 278 lbs. per drum

## GOLD SEAL "THREE-TEN" ADHESIVE

NO. SU 40

A non-shrinking, highly water-resistant adhesive suitable for installing linoleum and topset cove base on plaster walls and gypsum wallboards.

Approximate coverage: 18 square yards per gallon.

Packed: 1 quart cans—(12 per case) 36 lbs. per case  
1 gallon cans—(self shipper) 10 lbs. per can  
2 gallon cans—(self shipper) 21 lbs. per can  
5 gallon cans—(self shipper) 51 lbs. per can

## GOLD SEAL MDC ADHESIVE

NO. SU 41

Specifically recommended for installing linoleum or Marine Deck Tile over steel decks that may be subjected to extreme heat or moisture. Also advised for waterproofing around edges of sink-top installations. Approximate coverage: 11 square yards per gallon.

Packed: 1 gallon cans—(4 per case) 52 lbs. per case  
3 gallon cans—(self shipper) 40 lbs. per can  
5 gallon cans—(self shipper) 64 lbs. per can  
3 ounce tubes—(1 doz. per box) 40 lbs. per gross

## GOLD SEAL FLOOR AND WALL SEALER

NO. SU 60

For strengthening chalky plaster and gypsum wallboard prior to the installation of wall coverings. Also used for sealing sanded wood underfloors before the installation of flooring.

Packed: 1 quart cans—(12 per case) 28 lbs. per case  
1 gallon cans—(self shipper) 35 lbs. per case

## GOLD SEAL CONCRETE PRIMER

NO. SU 61

A superior primer for concrete underfloors in contact with the ground where Gold Seal Asphalt Tile Cement (cut back type) is used for the installation of Asphalt Tile or Vinylbest. Approximate coverage: 300 square feet per gallon.

Packed: 1 gallon cans—(6 per case) 51 lbs. per case  
5 gallon cans—(self shipper) 41 lbs. per can

## GOLD SEAL FLOR-MEND

NO. SU 80

A superior underlayment, Gold Seal Flor-Mend is manufactured for the express purpose of leveling concrete underfloors where feather edge at perimeters, and filling of pits and low points is necessary before installation of smooth surface floor covering. It is packed one unit per shipper containing one gallon of fluid in can and two 9-lb. bags of powder.

\*Consult the Gold Seal Installation Specification Book (B803R) for complete details on the use of the above Gold Seal Sundries.



# Gold Seal TILE CALCULATOR

Feet	18'	17'3"	16'6"	15'9"	15'	14'3"	13'6"	12'9"	12'	11'3"	10'6"	9'9"	9'	8'3"	7'6"	6'9"	6'
6'	192	184	176	168	160	152	144	136	128	120	112	104	96	88	80	72	64
6'9"	216	207	198	189	180	171	162	153	144	135	126	117	108	99	90	81	72
7'6"	240	230	220	210	200	190	180	170	160	150	140	130	120	110	100	90	80
8'3"	264	253	242	231	220	209	198	187	176	165	154	143	132	121	110	99	88
9'	288	276	264	252	240	228	216	204	192	180	168	156	144	132	120	108	96
9'9"	312	299	286	273	260	247	234	221	208	195	182	169					
10'6"	326	312	298	284	280	266	252	238	224	210	196	182					
11'3"	360	345	330	315	300	285	270	255	240	225	210	195					
12'	384	368	352	336	320	304	288	272	256	240	224	208					
12'9"	408	391	374	357	340	323	306	289									
13'6"	432	414	396	378	360	342	324	306									
14'3"	456	437	418	399	380	361	342	323									
15'	480	460	440	420	400	380	360	340									
15'9"	504	483	462	441	420	399	378	357									
16'6"	528	506	484	462	440	418	396	374									
17'3"	552	529	506	483	460	437	414	391									
18'	576	552	528	504	480	456	432	408									
18'9"	600	575	550	525	500	475	450	425									
19'9"	624	598	572	546	520	494	468	442									
20'3"	648	621	594	567	540	513	486	459									
21'	672	644	616	588	560	532	504	476									

To determine the number of tiles required for a given floor area, read across and down the columns closest to the room dimensions. The figure at which the readings cross gives the number of tiles for a floor of that size. (For example, an area 12' x 15' 9" requires 336 tiles.)

ALL FIGURES ARE FOR 9" x 9" TILES  
FOR EVERY 200 TILES ESTIMATE 1 GALLON OF GOLD SEAL LINOLEUM PASTE

## USE THESE ADHESIVES TO INSTALL GOLD SEAL FLOORS AND WALLS

INSTALL	CONCRETE ABOVE GRADE	CONCRETE ON-GRADE	CONCRETE BELOW GRADE	SUSPENDED PLYWOOD	SUSPENDED STRIPWOOD	PLASTER	GYPSUM WALLBOARD	SINK AND COUNTER TOPS	METAL, MARBLE, HARD TILE
COMMERCIAL LINOLEUM	SU-20 Linoleum Paste	Not Recommended	Not Recommended	SU-20 Linoleum Paste	SU-20 Linoleum Paste*	Not Recommended	Not Recommended	SU-32 "Three-Twenty" Adhesive	SU-32 "Three-Twenty" Adhesive
RESIDENTIAL LINOLEUM	SU-20 Linoleum Paste	Not Recommended	Not Recommended	SU-20 Linoleum Paste	SU-20 Linoleum Paste	Not Recommended	Not Recommended	SU-32 "Three-Twenty" Adhesive	SU-32 "Three-Twenty" Adhesive
STATIC CONDUCTIVE LINOLEUM	SU-20 Linoleum Paste	Not Recommended	Not Recommended	SU-20 Linoleum Paste	SU-20 Linoleum Paste†††	Not Recommended	Not Recommended	Not Recommended	SU-32 "Three-Twenty" Adhesive
NAIRON CUSTOM TILE	SU-20 Linoleum Paste††	SU-32 "Three-Twenty" Adhesive	Not Recommended	SU-20 Linoleum Paste††	SU-20 Linoleum Paste††††	Not Recommended	Not Recommended	Not Recommended	SU-32 "Three-Twenty" Adhesive
NAIRON STANDARD YARD GOODS AND NAIRONTOP	SU-20 Linoleum Paste	Not Recommended	Not Recommended	SU-20 Linoleum Paste	SU-20 Linoleum Paste	Not Recommended	Not Recommended	SU-32 "Three-Twenty" Adhesive	SU-32 "Three-Twenty" Adhesive
NAIRON STANDARD TILE	SU-20 Linoleum Paste	SU-32 "Three-Twenty" Adhesive	Not Recommended	SU-20 Linoleum Paste	SU-20 Linoleum Paste	SU-20 Linoleum Paste††	SU-20 Linoleum Paste††	Not Recommended	SU-32 "Three-Twenty" Adhesive
RUBBER TILE	SU-20 Linoleum Paste	SU-32 "Three-Twenty" Adhesive	Not Recommended	SU-20 Linoleum Paste	SU-20 Linoleum Paste***	Not Recommended	Not Recommended	Not Recommended	SU-32 "Three-Twenty" Adhesive
CORK TILE	SU-20 Linoleum Paste	SU-32 "Three-Twenty" Adhesive	Not Recommended	SU-20 Linoleum Paste	SU-20 Linoleum Paste***	SU-20 Linoleum Paste††	SU-20 Linoleum Paste††	Not Recommended	SU-32 "Three-Twenty" Adhesive
VINYLBEST TILE 1/8"	SU-36 Asphalt Tile Cement**	SU-36 Asphalt Tile Cement**	SU-36 Asphalt Tile Cement††	SU-36 Asphalt Tile Cement**	SU-36 Asphalt Tile Cement***	Not Recommended	Not Recommended	Not Recommended	SU-36 Asphalt Tile Cement**
VINYLBEST TILE 1/16"	SU-20 Linoleum Paste	SU-36 Asphalt Tile Cement**	SU-36 Asphalt Tile Cement††	SU-20 Linoleum Paste	SU-20 Linoleum Paste	Not Recommended	Not Recommended	Not Recommended	SU-36 Asphalt Tile Cement**
ASPHALT TILE	SU-36 Asphalt Tile Cement Emulsion Type	SU-36 Asphalt Tile Cement Emulsion Type†	SU-36 Asphalt Tile Cement Emulsion Type†	SU-36 Asphalt Tile Cement Emulsion Type	SU-36 Asphalt Tile Cement Emulsion Type*	Not Recommended	Not Recommended	Not Recommended	SU-36 Asphalt Tile Cement Emulsion Type†
CONGOWALL	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	SU-21 Congowall Paste	SU-21 Congowall Paste	Not Recommended	Not Recommended
STANDARD WALL COVERING	Not Recommended	Not Recommended	Not Recommended	Not Recommended	Not Recommended	SU-21 Congowall Paste	SU-21 Congowall Paste	Not Recommended	Not Recommended
LINING FELT	Not Recommended	Not Recommended	Not Recommended	Not Recommended	SU-20 Linoleum Paste with or without Radiant Heat	Not Recommended	Not Recommended	SU-32 "Three-Twenty" Adhesive	Not Recommended
RUBBER TOP SET COVE BASE	SU-32 "Three-Twenty" Adhesive	SU-32 "Three-Twenty" Adhesive	SU-32 "Three-Twenty" Adhesive	SU-32 "Three-Twenty" Adhesive	SU-32 "Three-Twenty" Adhesive	SU-32 "Three-Twenty" Adhesive	SU-32 "Three-Twenty" Adhesive	Not Recommended	SU-32 "Three-Twenty" Adhesive
NAIRON DELUXE	SU-20 Linoleum Paste††	Not Recommended	Not Recommended	SU-20 Linoleum Paste††	SU-20 Linoleum Paste††	Not Recommended	Not Recommended	Not Recommended	SU-32 "Three-Twenty" Adhesive

†Use Gold Seal Asphalt Tile Cement, Cut-Back Type (SU-35) and Gold Seal Concrete Primer SU-61 where there is evidence of excessive moisture.

††Use Gold Seal "Three-Twenty" Adhesive where increased water resistance is desired.

†††Use Gold Seal Saturated Lining Felt (SU-10) in commercial installations. (Lining felt to be adhered with SU-20 Linoleum Paste.)

Use Gold Seal Duplex Lining Felt (SU-11) in residential installations. (Lining felt to be adhered with SU-20 Linoleum Paste.)

\*Must be cemented over Gold Seal Saturated Lining Felt (SU-10). (Lining felt to be adhered with SU-20 Linoleum Paste.)

\*\*Use Gold Seal "Three-Twenty" Adhesive only over radiant heat.

\*\*\*Must be cemented over Gold Seal Duplex Lining Felt (SU-11). (Lining felt to be adhered with SU-20 Linoleum Paste.)

Use MARINE DECK ADHESIVE (SU-41) for Marine Deck Tile on Steel Decks.

Use Linoleum Paste (SU-20) for Bulletin Board Cork on Walls.



# GOLD SEAL PRODUCT AND PACKING SPECIFICATIONS

Commodity	Width or Unit Size	Package	Shipping Weight		Nominal Thickness	Federal Specifications
			Per Unit	Per Package		
<b>GOLD SEAL INLAID LINOLEUM</b>						
Standard Gauge, SuperFlex Felt Back Veltone, Jackstraw, Fashion Plank, Plain, Classic, Sequin, Starway, Design X Borders	6 feet wide	40-65 sq. yds.	5.5 lbs. sq. yd.	Depends on size of roll	.090"	LLL-F-471 & Amend #1 Type 1, Class A, Grade B
Feature Strip	9", 12" wide 5/8", 1" wide	20-33 lin. yds. 45 lin. ft.				
Light Gauge, SuperFlex Felt Back Veltone, Plaza	6 feet wide	40-65 sq. yds.	4.2 lbs. sq. yd.	Depends on size of roll	.070"	LLL-F-471 & Amend #1 Type 1, Class A, Grade C
Desk Top Linoleum 3.00 mm.	72 1/2" wide	40-65 sq. yds.	6.5 lbs. sq. yd.	Depends on size of roll	.118"	
Desk Top Linoleum 2.00 mm.	72 1/2" wide	40-65 sq. yds.	4.7 lbs. sq. yd.		.080"	LLL-L-354(1)
<b>1/8" Gauge, Burlap Back</b>						
Battleship	6 feet wide	28-65 sq. yds.	7.5 lbs.*	Depends on size of roll	.125"	LLL-L-351b
Veltone	6 feet wide	28-65 sq. yds.	7.6 lbs.*	"	.125"	LLL-L-367
Sequin	6 feet wide	28-65 sq. yds.	7.5 lbs.*	"	.125"	LLL-L-367(3)
Jaspe	6 feet wide	28-65 sq. yds.	8.0 lbs.*	"	.125"	LLL-L-367
Plain	6 feet wide	28-65 sq. yds.	8.5 lbs.*	"	.125"	LLL-L-367
Static Conductive	6 feet wide	28-65 sq. yds.	8.4 lbs.*	"	.125"	LLL-L-367(3)
Borders	9 inches wide	60-99 lin. ft.	7.5 lbs.*	"	.125"	LLL-L-367
	12 inches wide	60-99 lin. ft.	7.5 lbs.*	"	.125"	LLL-L-367
Feature Strips	1 inch wide	45 lin. ft.	4 lbs.*	"	.125"	LLL-L-367
	1 1/2 inches wide		6 lbs.*	"	.125"	LLL-L-367
			*sq. yd.			
<b>GOLD SEAL BULLETIN BOARD CORK</b>						
Bulletin Board Cork	73" wide	40-65 sq. yds.	4.7 lbs.	Depends on size of roll	.125"	
1/8" Gauge (polished)	49" wide	26-40 sq. yds.	sq. yd.	Depends on size of roll	.250"	MIL-C-15116b
Bulletin Board Cork	73" wide	40-65 sq. yds.	8.5 lbs.			
1/4" Gauge (polished)	49" wide	26-40 sq. yds.	sq. yd.			
<b>GOLD SEAL PLASTICS</b>						
Nairon Standard	6 feet wide	40-65 sq. yds.	4.2 lbs.	Depends on size of roll	.063"	
Border	9", 12" wide	20-33 lin. yds.	sq. yd.			
Feature Strip	1 inch wide	4-5 lin. ft.				
NaironTop	30", 36", 42" wide	20-33 lin. yds.				
Nairon Deluxe	6 feet wide	30-65 sq. yds.	4.20 lbs.	Depends on size of roll	.075"	
<b>GOLD SEAL TILE</b>						
Linoleum Tile	9" x 9"	45 sq. ft.	.62 lbs. sq. ft.	28 lbs./ctn.	.090"	LLL-F-471 & Amend #1 Type 1, Class A, Grade B
Standard Gauge, SuperFlex Felt Back Fashion Floor, Design X		80 tiles				
Linoleum Tile	9" x 9"	45 sq. ft.	.47 lbs. sq. ft.	21 lbs./ctn.	.070"	LLL-F-471 & Amend #1 Type 1, Class A, Grade C
Light Gauge, SuperFlex Felt Back Fashion Floor		80 tiles				
Rubber Tile 1/8" Gauge	9" x 9"	45 sq. ft. 80 tiles	1.22 lbs. sq. ft.	56 lbs./ctn.	.125"	ZZ-T-301a
Rubber Tile Standard Gauge	9" x 9"	72 sq. ft. 128 tiles	.8 lbs. sq. ft.	58 lbs./ctn.	.080"	
Rubber Top Set Cove Base	4" high	180 lin. ft.	.36 lbs. lin. ft.	65 lbs./ctn.	.125"	
	6" high	(36 pieces—each 5 ft. long)	.49 lbs. lin. ft.	88 lbs./ctn.		
Nairon Standard Tile	9" x 9"	45 sq. ft. 80 tiles	.48 lbs. sq. ft.	21 lbs./ctn.	.063"	
Nairon Custom Tile 1/8" Gauge	9" x 9"	45 sq. ft. 80 tiles	1.14 lbs. sq. ft.	51 lbs./ctn.	.125"	Interim L-T-751
	12" x 12"	45 sq. ft. 45 tiles	1.15 lbs. sq. ft.	51 lbs./ctn.		
	18" x 18"	45 sq. ft. 20 tiles	1.15 lbs. sq. ft.	51 lbs./ctn.		
Nairon Custom Tile .080" Gauge	9" x 9"	45 sq. ft. 80 tiles	.73 lbs. sq. ft.	32 lbs./ctn.	.080"	



# GOLD SEAL PRODUCT AND PACKING SPECIFICATIONS

Commodity	Width or Unit Size	Package	Shipping Weight		Nominal Thickness	Federal Specifications
			Per Unit	Per Package		
Vinylbest Tile 1/8" Gauge	9" x 9"	45 sq. ft. 80 tiles	1.35 lbs. sq. ft.	61 lbs./ctn.	.125"	Interim
Vinylbest 1/16" Gauge	9" x 9"	45 sq. ft. 80 tiles	.70 lbs. sq. ft.	31 lbs./ctn.	.063"	
Cork Tile 1/8" Gauge	9" x 9"	54 sq. ft. 96 tiles	.32 lbs. sq. ft.	17 lbs./ctn.	.125"	
	6" x 12"	54 sq. ft. 108 tiles	.32 lbs. sq. ft.	17 lbs./ctn.		
	12" x 12"	54 sq. ft. 54 tiles	.32 lbs. sq. ft.	17 lbs./ctn.		
Cork Tile 3/16" Gauge	9" x 9"	36 sq. ft. 64 tiles	.48 lbs. sq. ft.	17 lbs./ctn.	.188"	
	6" x 12"	36 sq. ft. 72 tiles	.48 lbs. sq. ft.	17 lbs./ctn.		
	12" x 12"	36 sq. ft. 36 tiles	.48 lbs. sq. ft.	17 lbs./ctn.		
Asphalt Tile 1/8" Gauge	9" x 9"	45 sq. ft. 80 tiles	1.20 lbs. sq. ft.	54 lbs./ctn.	.125"	SS-T-306b
	18" x 24"	63 sq. ft. 27 tiles	1.21 lbs. sq. ft.	76 lbs./ctn.		
Asphalt Tile 3/16" Gauge	9" x 9"	27 sq. ft. 48 tiles	1.89 lbs. sq. ft.	49 lbs./ctn.	.187"	SS-T-306b
	18" x 24"	42 sq. ft. 14 tiles	1.95 lbs. sq. ft.	82 lbs./ctn.		
GOLD SEAL CONGOLEUM Congoleum	6 feet wide	42-75 sq. yds.	3.14 lbs. sq. yd.	Depends on size of roll		
	9 feet wide	42-99 sq. yds.	3.14 lbs. sq. yd.			
	12 feet wide	60-100 sq. yds.	3.27 lbs. sq. yd.			
Congoleum Hall Runner	27" wide	20-37 1/2 lin. yds.	2.67 lbs. lin. yd.	Depends on size of roll		
Congoleum Rugs	6' x 9'	Individually Wrapped		20 lbs./Rug		
	7 1/2' x 9'			26 lbs./Rug		
	9' x 10 1/2'			35 lbs./Rug		
	9' x 12'			39 lbs./Rug		
	9' x 15'			48 lbs./Rug		
	12' x 12'			54 lbs./Rug		
	12' x 15'			66 lbs./Rug		
Congoleum Rug Border	24" wide	30-75 lin. yds.	2.45 lbs. sq. yd.	Depends on size of roll		
	36" wide	30-75 lin. yds.	2.45 lbs. sq. yd.			
	72" wide	40-85 lin. yds.	2.45 lbs. sq. yd.			
Congoleum Scatter Rugs	18" x 27"	36 per carton		50 lbs./ctn.		
	27" x 36"	27 per carton		75 lbs./ctn.		
	27" x 54"	18 per carton		75 lbs./ctn.		
GOLD SEAL WALL COVERING Congowall 1 or 2 pieces, not less than 18 lin. ft.	54" wide	80-144 lin. ft.	2.54 lbs. sq. yd.	Depends on size of roll		
	54" wide	80-144 lin. ft.	2.50 lbs. sq. yd.	Depends on size of roll		
GOLD SEAL EXCELLO Excello Rugs	9' x 12'	Individually Wrapped		33 lbs./Rug		
	12' x 12'			42 lbs./Rug		
	12' x 15'			51 lbs./Rug		
Excello By-the-Yard	6 feet wide	42-75 sq. yds.	2.42 lbs. sq. yd.	Depends on size of roll		
	9 feet wide	42-99 sq. yds.	2.44 lbs. sq. yd.			
	12 feet wide	60-100 sq. yds.	2.56 lbs. sq. yd.			



## HOW TO CARE FOR

### *Gold Seal*

## FLOORS AND WALLS

Properly maintained Gold Seal Floors and Walls will give their owners years of sparkling, trouble-free service.

Mild cleaning agents, such as Nairn Linoleum Cleaner, are recommended. Nairn Self-Polishing Wax will protect, preserve and add a high luster to any floor.

### FLOORS

A damp mop will remove light soiling from Gold Seal Floors. Rubber heel marks can be cleaned from all Gold Seal products, except asphalt tile, by rubbing with a cloth moistened in a dry cleaning solvent. To wash floor coverings use warm water and Nairn Linoleum Cleaner. Use fine steel wool for stubborn smudges. Rinse thoroughly with clean water and allow to dry. Do not use excessive water. After the floor is completely dry, apply a *light* coat of Nairn Self-Polishing Wax with a wool applicator or soft cloth. Allow to dry for half an hour before using or applying a second coat of wax. Repeat this process as often as required—every week or two in kitchens and other service areas. Abrasive cleaning compounds should never be used, for they roughen and scratch surfaces. Strong soaps and detergents should be avoided, except where the floor is Gold Seal Nairon Custom. They can be used on this product to speed cleaning, without fear of harming the surface.

Do not apply lacquer, plastic or other hard finishes to any Gold Seal Floor. These materials tend to yellow the colors and will wear off in traffic spots. In the case of Gold Seal Nairon Plastics, hard finishes quickly peel off the non-porous surface. Use only Nairn or some other good self-polishing wax on asphalt tile, as paste and solvent waxes have a harmful effect on their composition.

### WALLS

Most soiling is easily removed from "Congowall," Gold Seal Standard Wall Covering, or "Bermuda Hues" Nairon Standard Tile with a damp cloth. When a complete washing is indicated, use warm water and Nairn Linoleum Cleaner. Rinse the wall covering thoroughly with clean warm water, and dry with a terry cloth or chamois. No waxing is required.

### COUNTER TOPS

Keep Gold Seal NaironTop clean with a damp cloth. Always use a pad under pots that are hotter than boiling water. NaironTop sink and counter tops may be waxed or not, as the owner prefers. However, an occasional waxing with a good paste wax will produce a lasting mirror-brilliance.

### *Important*

Broken casters and small metal slides indent floor coverings and may mar them permanently. Equip all furniture with large surface casters, glides or furniture cups. Rest heavy appliances or cabinets on a separate, extra pad of floor covering cut to the size of the base.



# Gold Seal WHOLESALE DISTRIBUTORS

## ALABAMA

### Birmingham

Peaslee-Gaulbert Corp.

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McGowin-Lyons Hdwe. & Supply Co.

### Montgomery

Allison-Erwin Co. of Georgia

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Murray B. Marsh Co.

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### Sacramento

Murray B. Marsh Co.

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## COLORADO

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Wilmington Jobbing & Distributing Co.

## FLORIDA

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F. T. Kelly Co.

### Miami

F. T. Kelly Co.

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F. T. Kelly Co.

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Allison-Erwin Co. of Georgia

### Atlanta

Allison-Erwin Co. of Georgia

## MAcon

Allison-Erwin Co. of Georgia

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## IDAHO

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## ILLINOIS

### Chicago

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## IOWA

### Davenport

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### New Orleans

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## MAINE

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## MISSISSIPPI

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## MONTANA

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### Great Falls

Carpenter Paper Company

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### Lincoln

Carpenter Paper Company

(Continued on next page)



# Gold Seal WHOLESALE DISTRIBUTORS (Continued)

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Whitman Tri-State Floors, Inc.

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